TOURNAMENT OF ROSES

Pasadena

JANUARY 1, 1941

THE STAR-NEWS · THE POST

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"America In Flowers"

THE MODERN BETSY ROSS

"All American"

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The Long Beach Federal Savings subscribes to the principles on which this nation was founded.

Thrift and initiative are two basic laws of success in a country that leaves people FREE to achieve success.

This company has helped thousands toward their goal! For Federally Insured protection and greater earnings, place your funds in "Federally Insured Savings".

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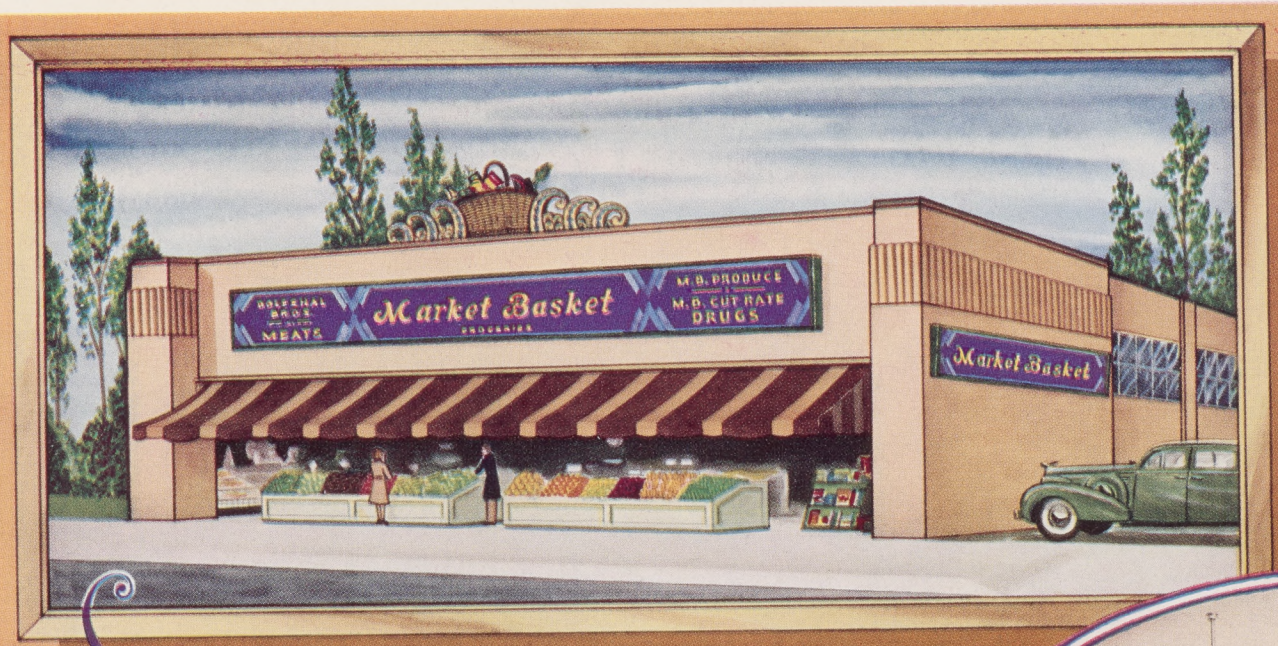
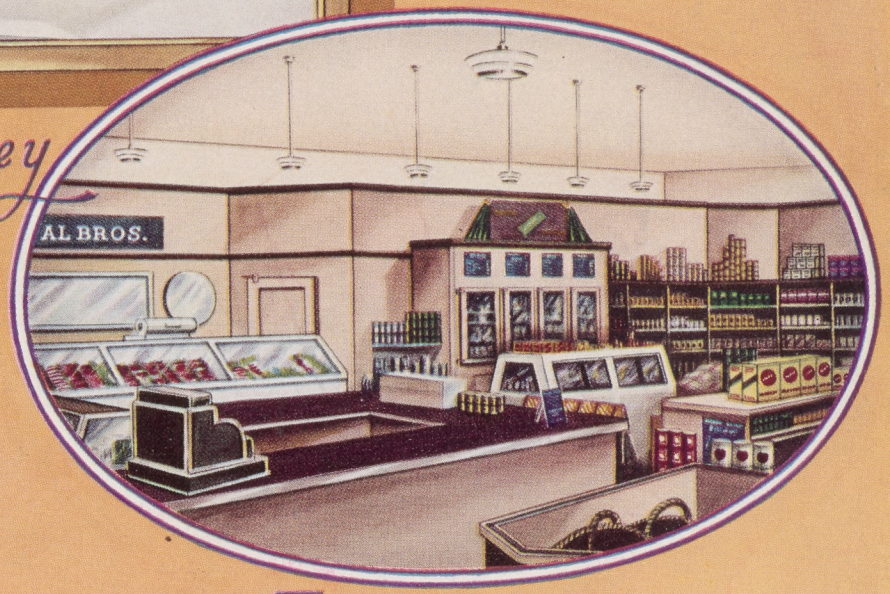


Twenty-Six Stores

Serving The San Gabriel Valley



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Market Basket

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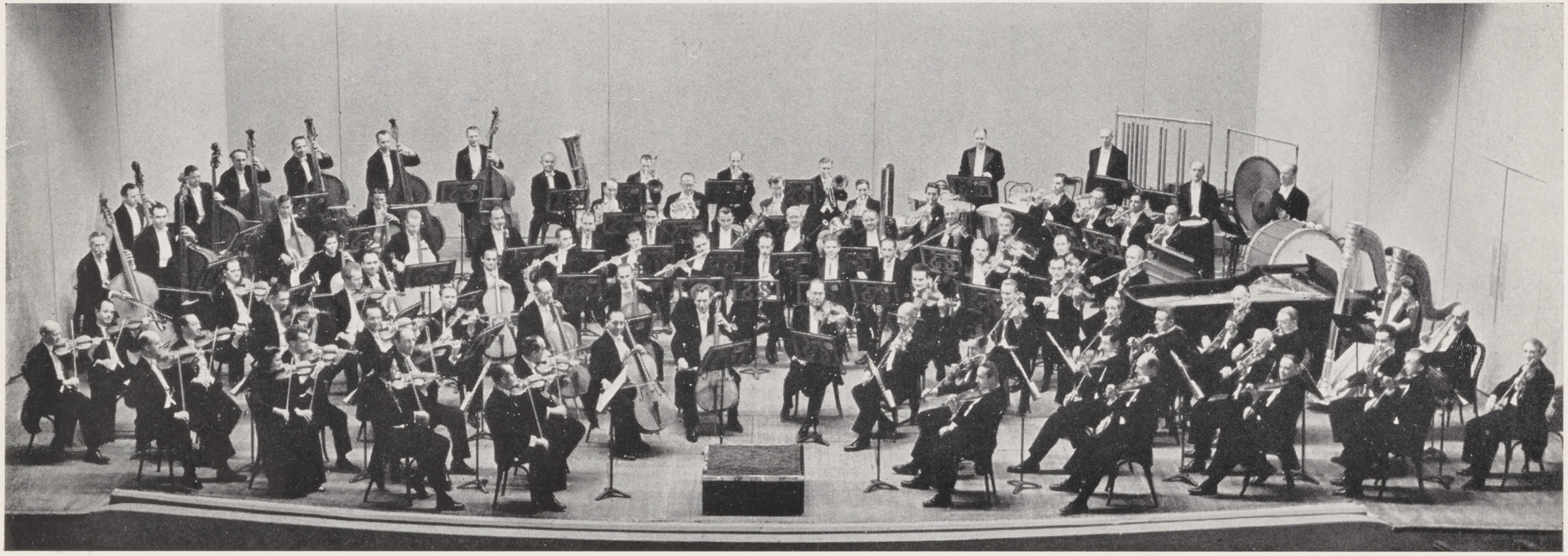
FEATURING THE FINEST QUALITY FOODS AT THE LOWEST POSSIBLE PRICES

The Pasadena Star-News and The Pasadena Post Tournament of Roses Annual Souvenir Book, New Year's Day, 1941. The Pasadena Star-News and The Pasadena Post, W. F. Prisk, President; Charles W. Paddock, Vice-President and General Manager; A. J. Hosking, Secretary-Treasurer and Associate Manager.

Elmer Wilson Presents

"THE BEST IN MUSIC"

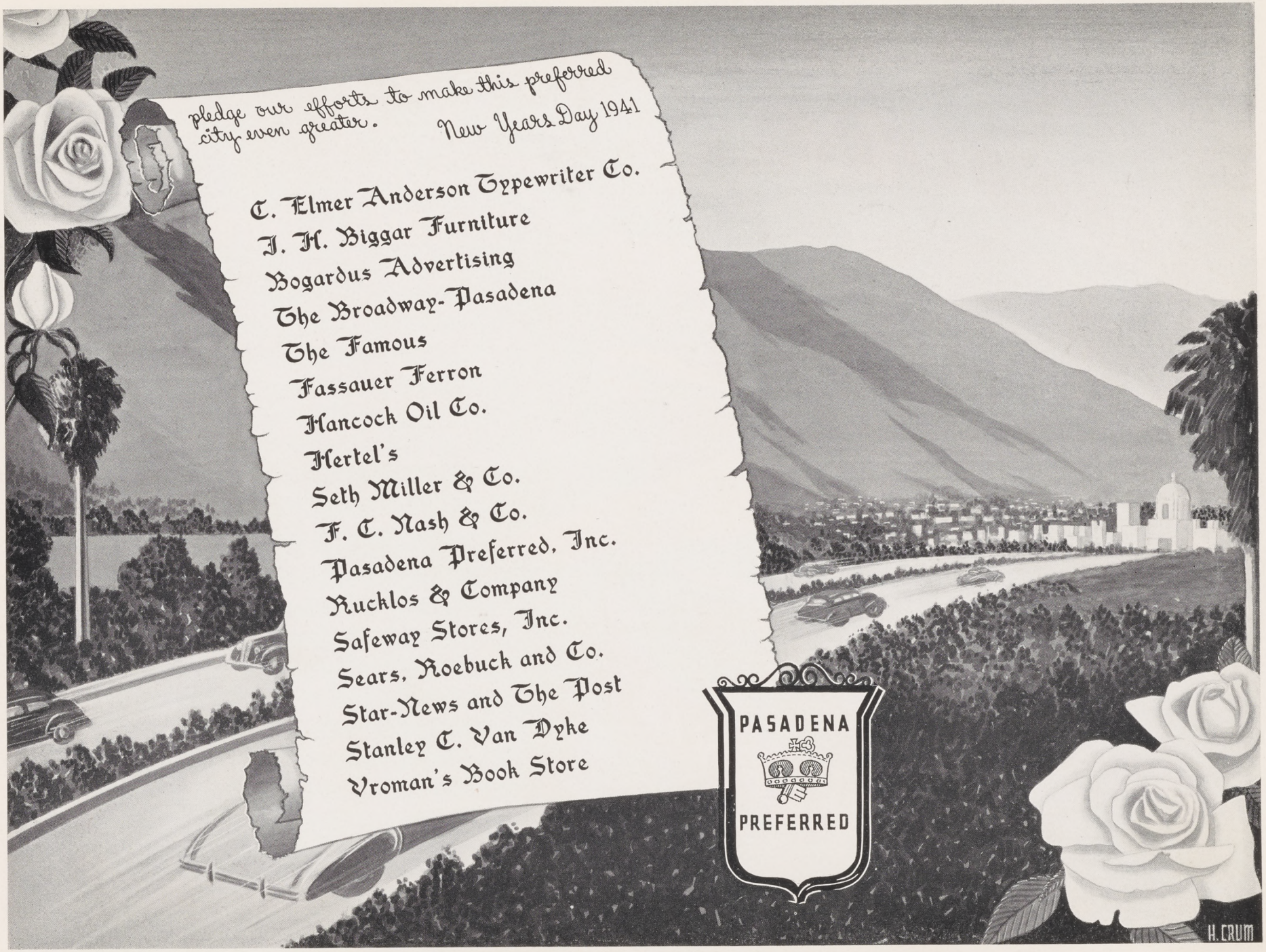


LOS ANGELES PHILHARMONIC ORCHESTRA — JAN. 24th, 1941

JOHN BARBIROLLI, CONDUCTOR — JASCHA HEIFETZ, SOLOIST

The Elmer Wilson Concert Course presented in Pasadena each year is one of the outstanding musical courses in the country. The above attraction is one of eight on a series that sells at the very low price of 5 dollars to 15 dollars for the eight attractions. Among the many world outstanding concert artists that have appeared on this course are: Pons, Tibbett, Thomas, Kreisler, Crooks, Rachmaninoff, Horowitz, Maynor, Pinza, Bjoerling, Sayao, Spaulding, Eddy, Iturbi, and many others. If you are desirous of residing in a city that presents the best of music to its citizens, Pasadena should be your choice. For further information on music, write to ELMER WILSON, Pasadena Civic Auditorium (one of the most beautiful opera houses in the country).

FEB. 20th, HOROWITZ • MAR. 20th, MAYNOR • APRIL 4th, VRONSKY & BABIN • APRIL 23rd, JEPSON and MELTON


pledge our efforts to make this preferred city even greater.
New Years Day 1941
C. Elmer Anderson Typewriter Co.
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The Famous
Fassauer Ferron
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PASADENA
PREFERRED
H. CRUM

Salutes...

"AMERICA *in* FLOWERS"

. . . AGAIN Long Beach congratulates Pasadena on that American Institution . . . the Tournament of Roses. Greetings to the million Americans who saw this year's symphony of beauty, "America in Flowers". To them . . . to you who now view the pageant through this book, Long Beach extends invitation to come, see, enjoy all that this sister Southland city has to offer.

. . . To world recognition as a vacation center, Long Beach now adds the attraction of "America's Defense Underway." Gigantic new industries join U. S. Fleet activities... shipbuilding, airplane building, construction of America's greatest Naval base...quicken the pace of Long Beach life. Now, more than ever, for a vacation or a lifetime... you'll enjoy Long Beach!

A New and Finer Staber's Invites You

VISIT our completely remodeled and air conditioned Pasadena salon . . . the most modern equipment available . . . ample parking space and every facility for the comfort and convenience of patrons. The PROT-N-IZED CREAM PERMANENT, acclaimed by thousands as the greatest advancement in permanent waving in the last decade, is obtainable only at Staber's.

It Takes BIGGEST VOLUME to Give BIGGEST VALUES

Other salons: Long Beach, 8th and Locust; Hollywood, 1773 Highland; Los Angeles, 5361 Wilshire Blvd.; Leimert Park, 4333 Leimert Blvd.; a South Gate salon will open soon. Also in Edmonton, Winnipeg and Regina, Canada.

Always One Low Price

$1.50

Why Pay More?

Staber's Beauty
PIONEERS OF PERMANENT WAVING
SINCE 1910

426 SOUTH LAKE AVE.

True western friendliness keynotes Pasadena's glorious Rose Tournaments. All the Southland welcomes the hundreds of thousands who saw the 1941 presentation of "America in Flowers."

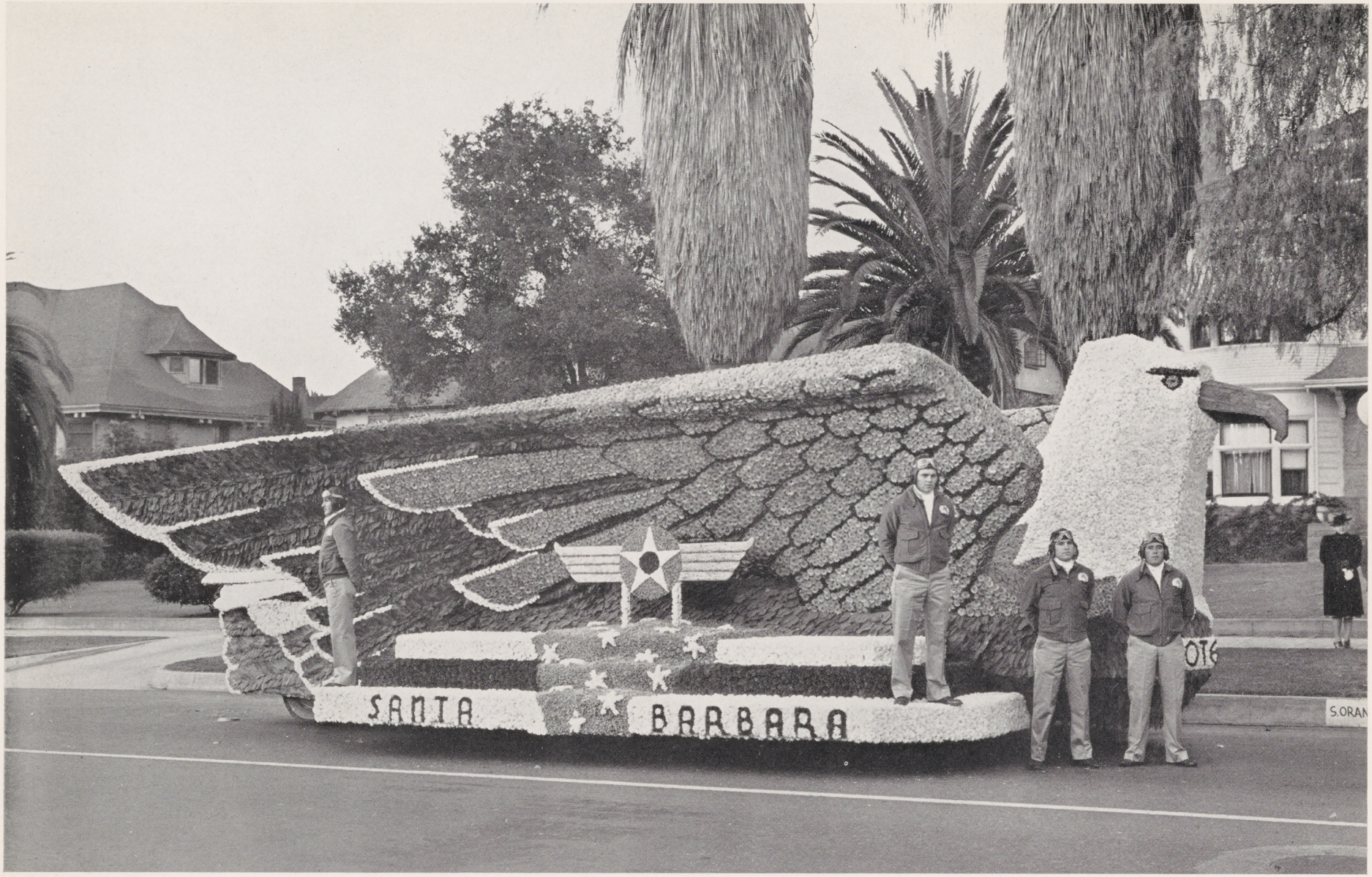
From Long Beach, greatest of the southern California beach cities, the Pacific Coast Club sends greetings. "Center of South Coast Hospitality", the Club welcomes you to this great Pacific seaport—winning world recognition as national defense industry concentrates benefits here.

Long Beach now adds to famed vacation and home attractions, the appeal of a city in the "quick step" of America's rearmament. In the events of these tremendous developments, "the Coast Club" will take pride in distinguished service. Members and guests here find all they desire for fine living and warm western hospitality.

Pacific Coast CLUB
Long Beach
CALIFORNIA

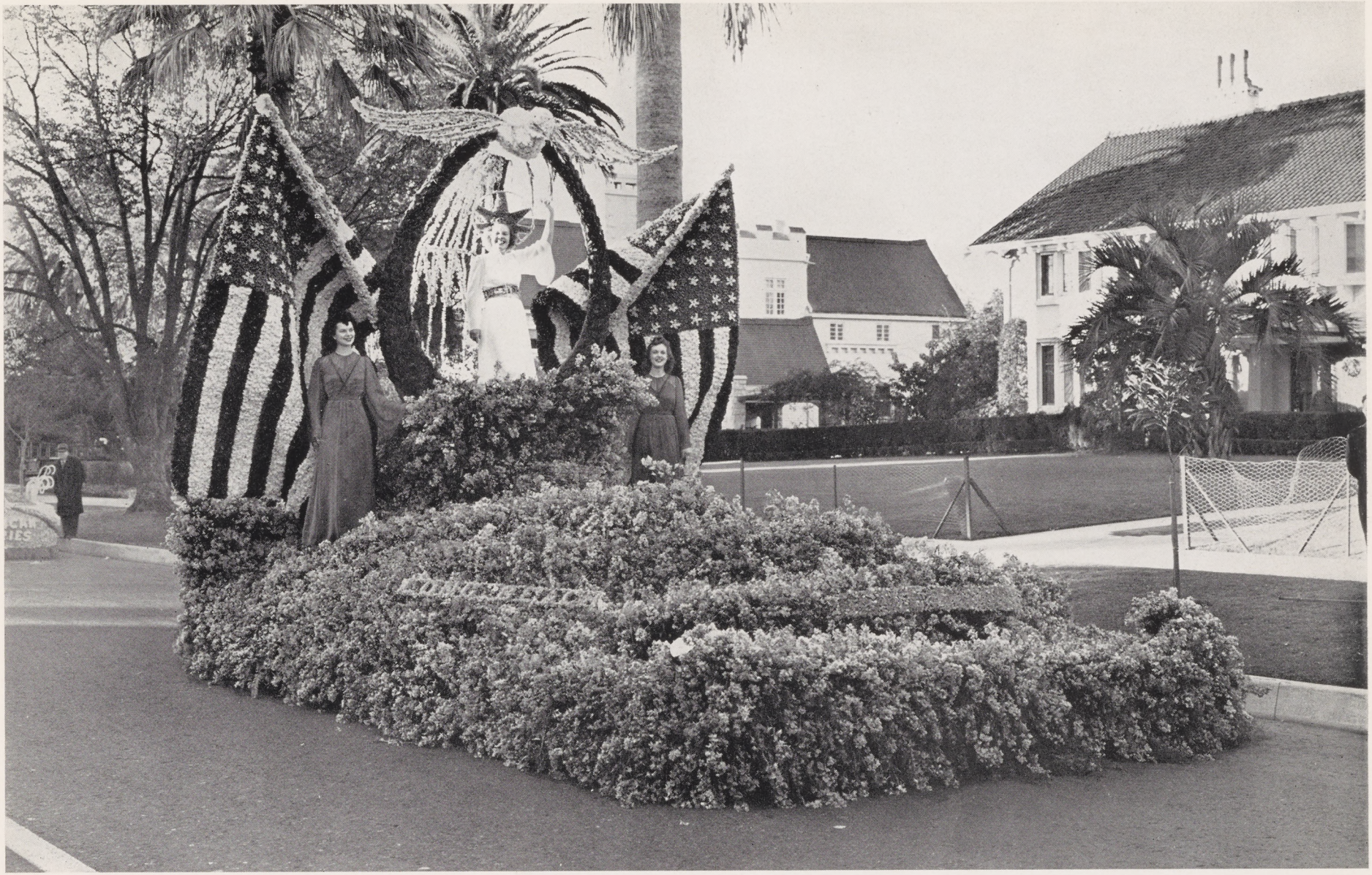
GRAND MARSHAL EDWARD O. NAY

One of the most popular and highly respected citizens in Pasadena, Edward O. Nay, chairman of the Board of City Directors, rides in a beautifully decorated automobile as grand marshal of the Tournament of Roses parade. Real roses and other large roses made of sweet peas decorate the sides of the Marshal's car, from which also hang large stevia baskets containing bouquets of sweet pea roses. Even the seats are covered with pink satin.



FIRST PRIZE WINNER

SANTA BARBARA—"Protection" is the theme of Santa Barbara's startling creation, a large floral reproduction of the national emblem, the American Eagle. The creature is 40 feet long with its outstretched wings held lengthwise along the body, covered with magnolia leaves. The tail is fashioned of bronze and white chrysanthemums. The eagle's white pompon head, with gold beak of rubber tree leaves, rises majestically 15 feet above the ground. White chrysanthemum steps lead up from the side of the float to the body of the eagle and draped over these steps is a floral American bunting of red and white carnations and blue cornflowers. With the eagle are four United States Army aviation cadets, emblematic of America's rapidly expanding air strength and appropriate to the idea of power and grandeur which the eagle itself connotes. The Santa Barbara float this year is a worthy successor to last New Year's Day's sweepstakes winner, "Sea Sports," featuring racing yachts on a billowy sea.



TYPICAL OF MANY BEAUTIFUL FLOATS

LONG BEACH—"Peace and Honor," typical of the many beautiful floats entered by Long Beach all through the years, is symbolized by the figure of "Miss Liberty" standing in a huge laurel wreath with an American flag on either side. The arch is surmounted by a lacy-winged orchid sweet pea and white chrysanthemum dove of peace. Quiet dignity and beauty of color keynote this attractive entry. "Miss Liberty," a beautiful girl dressed in white chiffon trimmed with gold kid, is flanked by two girls, one at each flag, dressed in red chiffon gowns made in Grecian style like that worn by "Miss Liberty." Red, white and blue are the dominant colors for the entire float. Stocks of delphinium, red and white pompon chrysanthemums, blue cornflowers, desert holly, stevia, narcissus, sweet peas, roses and lilies of the valley form a gorgeous profusion of blooms and greenery. Wild lemon, added to the stevia, forms the background foliage and delphiniums predominate among the flowers.

QUEEN OF THE COURT OF ROSES—Queen Sally Stanton in pure white satin rides on an elevated floral throne, against a background of red carnations and white chrysanthemums. The six princesses, three attired in red and three in blue satin, complete the Rose Court's patriotic color scheme for the "America in Flowers" parade theme.

BOUQUETS TO 1941

Sincere good wishes to all for the New Year. And we wish to assure you that the quality and flavor that has made Pepsi-Cola one of America's favorite beverages will always be maintained.

PEPSI-COLA
BOTTLING COMPANY OF LOS ANGELES

Flower arrangements designed by Biltmore Florists, Los Angeles

SWEEPSTAKES WINNER

GLENDALE—"The Lincoln Memorial" provides a majestic theme and recalls one of the most critical periods in the history of the Nation when the unity of the United States was in jeopardy. Carrying out the impressive subject, the float presents a startling reproduction of the famous statue of the Great Emancipator in the memorial at Washington, D. C., showing Lincoln sitting meditatively in his chair. Deep blue violets form the clothing of Lincoln. His face is made of flesh-colored rose and carnation petals and the hair and beard of water hyacinth roots. The floral figure of the great President is 9 feet high and the chair is built of yellow roses and draped with red roses. A three-tiered dais in Talisman roses forms the base for this magnificent statue. The float, formal in design but streamlined in every detail, is composed of red, yellow and gold flowers. About 7500 roses, 10,000 violets and 80,000 chrysanthemums make up this superb creation which is 34 feet long, 17 feet wide and 15 feet high.

Flowers Tell Tournament Throngs of Free America

By E. B. McLAUGHLIN

MOBILIZED for the enjoyment of 1,000,000 peace-loving people, the 52nd Annual Tournament of Roses Parade again brought to the world its message of beauty, and the fact that in Southern California flowers bloom on New Year's Day. This year it brought an additional thought—that of patriotism, borne out by the 54 gorgeous floats, all of them carrying out the theme of the day, "America in Flowers."

While 1,000,000 or more persons lined the streets and waited patiently, promptly at 9:15 a.m., the great parade started, with the waiting throngs being informed throughout the entire route of the progress of the pageant and all awaiting expectantly the stirring notes of the Pasadena Tournament of Roses Band, which, year after year has been accorded the place of honor at the head of the parade.

First to appear was Al Shureen, mounted on Rudaan, Arabian stallion from the Rancho Cortez, the trumpeteer who for 13 years has heralded the approach of the float array to come, his horse typifying the beauty of the 200 other "blue-bloods" of California ranches and stables to come.

Officially heading the management division rode Grand Marshal E. O. Nay, Pasadena's first citizen, whose choice for the honor this year met with popular approval.

Then came Queen Sally and her court of beautiful princesses, all selected for their beauty and personality from 3,000 entries in the annual Queen contest at Pasadena Junior College.

Sheriff Eugene Biscailuz and his posse of 23 horsemen, pranced to the music of the University of Nebraska Band, heading the first division with the splendid float from Santa Barbara, offering the first view of the float entries to come. Santa Barbara typified the American Eagle as an emblem of protection to all Americans.

Wild roses of giant proportions were used by designers of the Portland Rose Festival Association's entry.

Cheers along the parade route greeted this year's sweepstakes winner, the City of Glendale. Atop the float in solid flower arrangement was the great Abraham Lincoln, life-like and seemingly smiling down his approval on the million or more free Americans who lined the sidewalks and formed canyons of humanity, massed as several hundred thousands were, in the grandstands.

MISS SALLY STANTON

Queen of the 1941 Tournament of Roses

One wondered whether or not the girl on South Pasadena's float got dizzy before the end of the parade. She was on the back of a huge American shield which revolved constantly.

"Uncle Sam's Hat," in red, white and blue, came down the street next, representing the Native Sons and Daughters of the Golden West. Compton's float "The Hub" City was followed by a gay scene depicted in flowers of Las Vegas, Nev., in its wild and early days.

The Declaration of Independence will be impressed on a million minds, for it was done beautifully in flowers on the United Service Clubs' entry.

Virtually every one of the gorgeous floats taught some lesson in patriotism, and among the most prominent of these was the entry from San Diego, the home base of the United States Destroyer Fleet. It seemed as if a fast-moving warship was actually coming down Colorado Street, so clever were San Diego's designers.

Arcadia recalled "The Spirit of '76"; Southgate, by means of a lovely "Liberty Bell," the spirit of liberty that may be found on this New Year's Day in every city, town and village of America.

One religious note was in the parade and that note rang loud in the hearts and minds of all. "The Holy Bible, Our First Line of Defense," was the theme. The Salvation Army was the entrant, and the designers told the story precisely when they fashioned out of lovely Southland blooms—"The Bible." That was all. It was enough.

Boy Scouts of America impressed upon the multitude their oath in letters large enough for all to see and read: "On my honor I will do my best to do my duty, to God and my country." Valley Forge and the bitter days of early America were recalled by Ontario, when Washington was shown crossing the Delaware, surrounded by his officers in Colonial army uniforms. The Hotel Coronado chose a fishing scene; the Pasadena Water Department, "The American Home" for its float theme. "King Orange" of ample proportions rode atop the entry from the National Orange Show. Children fairly screamed with delight when the Coca-Cola Company's snow-white icebergs and Panda bears, with the bears in action, came by.

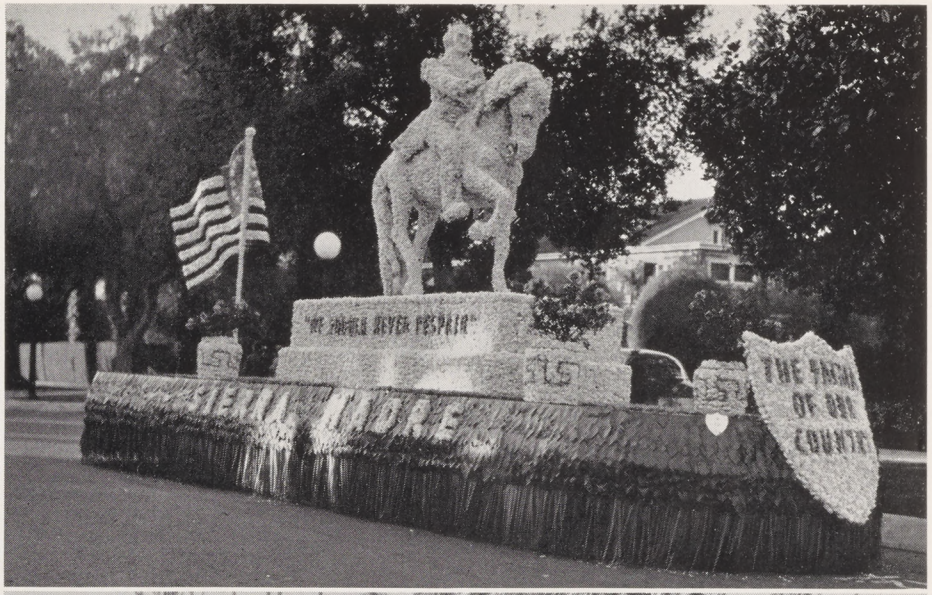
Nebraska, whose team played the New Year's Day game in the Rose Bowl, realized from the applause that there are plenty of fans in Pasadena, when the University's big "N" drove by, followed by a graphic story of the discovery of electricity told by designers of the Pasadena Light and Power Department. The Committee to Defend America by Aiding the Allies, by its entry, formed the only suggestion in the parade that war is raging in other parts of the world.

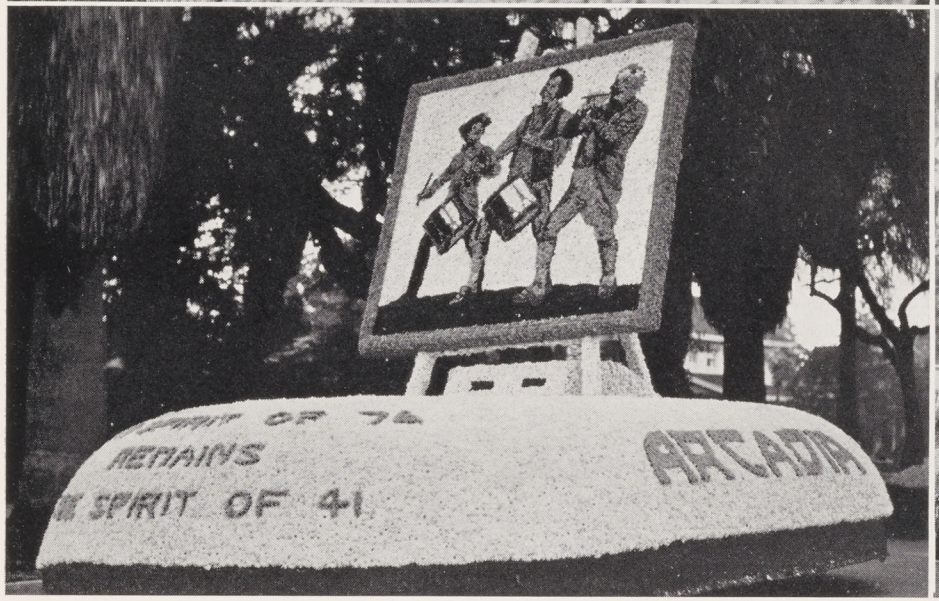
Leo Carrillo, favorite for years of Tournament of Roses crowds, rode at head of Division Three astride his splendid horse and, as in years past, threatened to steal the show. He showered friends on the sidelines with confetti.

Division Three, with bands interspersed among floats, lively drum majorettes in most of these, and the endless display of California's finest horses, came along in the following order:

The City of San Francisco, with a ship carrying out the theme of "California's Early History"; San Pedro, with a "fish" that no mariner ever dreamed of landing, so great its size; San Jose and Santa Clara County, representing Lick Observatory where free men study the stars regardless of dictators' whims in the rest of the world; San Gabriel, with a deep-blue map of North America; the American Legion, Post No. 13, with its terse message "To God and Country"; Gay's Lion Farm, with a lion that must have been gentle, for he was all flowers; Ventura, the "Melting Pot" and next, the theme prize winner "Blossom Time" by the Central Japanese Association. The float portrayed the Capitol Building at Washington, D. C., with a row of blossoming cherry trees in the foreground, reminding of Japanese-American friendship. The City Schools of Pasadena with a "Dove of Peace" and the Metropolitan Water District telling of the conquest of the desert in Southern California, finished the third division.

And still came float after float in the Fourth Division, with Long Beach leading with its band and float. Flags in flowers apparently waved over the crowds, while a dove of peace hovered overhead. Alhambra chose "American Stories" as its theme, while three airplanes with blossoms of white that covered their wings carried the title "Inglewood, Harbor of the Air." George Washington, "The Father of his Country," sculptured by florists, was never more colorfully shown than by the entry from Sierra Madre. "Uncle Sam," a contented giant, sat in a floral chair on the Standard Oil float. Altadena honored "American Heroes," while Los Angeles County, by means of a setting sun of various shades of yellow, called attention to Southern California's Sun Festival. Next a peaceful Colonial scene—that of Curry's Camp Baldy, while a 20-foot turkey carried out Pasadena Merchant's First Thanksgiving theme. **(Cont'd)**





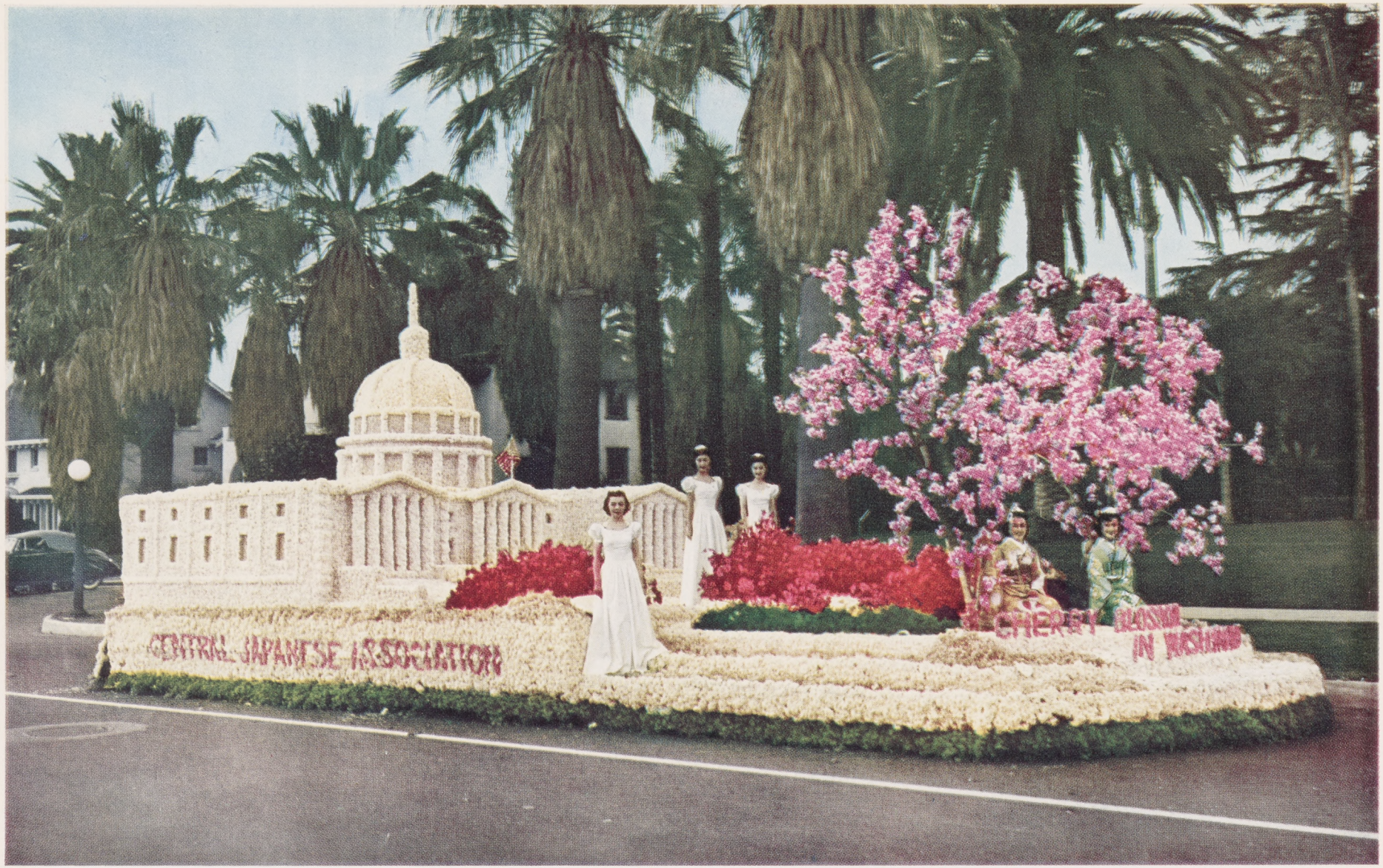
Spirit of Colonial Days Lives Again

LYNWOOD—"The First Americans" rock back and forth in floral canoe riding a delphinium and white chrysanthemum stream while a fish jumps out of water.

ARCADIA—"The Spirit of '76" reproduces the original masterpiece in pompons, cornflowers, daisies, delphinium, larkspur, calendulas, sweet peas and Talisman roses.

SIERRA MADRE—"The Father of Our Country" rides magnificently on a life-size white pompon horse. In rear of the statue flies, with 13 stars, a Colonial flag.

SOUTH GATE—"The Liberty Bell" stands in bold relief against a brilliant sunburst of roses, chrysanthemums and calendulas. Pepper and stevia surround the float.



THEME PRIZE WINNER

CENTRAL JAPANESE ASSOCIATION—"Cherry Blossom Time in Washington" brings the fragrance of the lovely trees to the American theme and with Oriental delicacy calls to mind the gracious gift of the Japanese people to the United States. The Capitol building at Washington, with flag waving over the structure, and a cherry tree orchard nearby was composed of 200,000 fresh blossoms. Thousands of white chrysanthemums represent the Capitol while red and white carnations and cornflowers flutter on the flagstaff. The cherry trees are chrysanthemums with dainty pink sweet peas for blossoms. Azaleas, pansies and roses form the formal garden at the Capitol entrance. A fountain is placed in the center of the garden while a walk leads to the cherry orchard. Under the trees are five American-born Japanese girls dressed in lovely costumes designed by Yumi Ogura, talented Japanese girl. The daintiness of spring pervades the artistically conceived entry, perfect in design and creation.

GRAND PRIZE WINNER

COCA-COLA—"The Panda Bears" add an amusing note in this clever floral creation to the patriotic theme of this year's Rose Parade. These comical creatures, natives of Tibet, survey the spectators from floral caves and icy crags. Black pansies are used for the legs, eyes and collar of the little pandas while white flowers comprise the fur. The body of the float is of snowy chrysanthemums representing an ice crag rising out of snow. Blue sweet peas provide the shadows in the caves and hollows. Reddish brown flowers fashion the Coca-Cola bottle perched on top of the iceberg. In contrast to the prevailing crisp Arctic atmosphere is a cluster of bamboo shoots upon which the bears feed, with orchids giving this cluster of greenery an exotic touch. The life-like appearance of the droll creatures adds to their delightful poses. One amusing fellow on each side of the iceberg tries to climb the crag to get the bottle of Coca-Cola but slips back each time just short of his tempting goal.

Flowers Tell Throngs of Free America—Continued

Redwoods of California were shown in flowers by the California State Parks; American Indians, as first Americans, by Lynwood, while the Antelope Valley High School simply said, "Truly American." Los Angeles City entered a garden scene, while another of the gigantic, flowery liberty bells passed by on the Wilshire Oil float.

The coming of the Pasadena Parkway to Pasadena was told in flowers jointly by the Chamber of Commerce, the Junior Chamber of Commerce and Pasadena Preferred, Inc. There were cheers for this float, too, and generous ones, because thousands who saw it go by already had taken a trip to Pasadena over the super-highway.

The Los Angeles County Fair float showed "An Old Mill Stream"; Dr. W. J. Ross and Company, "Up from Slavery with Lincoln," while down the street with no visible means of locomotion came Uncle Sam's Hat, 12 feet or more tall and perfectly designed, representing the Hotels Huntington and Vista del Arroyo.

There were plenty of Stanford friends in the crowd, too, as they told the world when Stanford's 50th Anniversary float came along. A mother theme was used by the Pasadena Clearing House Association while the Mantle Club, District No. 6, with a flowery airplane, brought to an end the lineup of floats for another successful Tournament of Roses Parade.

Over the whole, a benign sun beamed down. Crowds began to gather long before the sunrise hour of 7:02 o'clock, when signal guns were fired and thousands of residents raised flags at their homes. Before sunrise, when approximately 100,000 were on hand, the air was chilly, but long before the start of the parade, weather became the same ideal brand that Pasadenans have known for 52 years.

GREETINGS TO BRITAIN'S RULERS

King George and Queen Elizabeth of England and the English people received greetings today from the Tournament of Roses Association by Capt. J. W. McCall, Jr., president of the Tournament of Roses Association. Captain McCall recalled the hospitality extended to American soldiers in 1919 when, at the head of his company, he marched in review before the King and Queen. His broadcast, over short wave, concluded with "God bless you all."

FULL NIGHT OF WORK

While others are enjoying New Year's eve celebrations, members of the Tournament of Roses Association work all through the night. Occasionally some are able to snatch an hour or two sleep, but in most instances this luxury is not afforded committee workers. There are no paid members of the association. All donate their services. In addition each pays dues. The sole privilege accorded the 125 active workers is the right to purchase, each year, six tickets to the Rose Bowl Football Game.

FLOATS REMAIN ON DISPLAY

Growing in popularity is the Post Parade, by which closer inspection of Tournament of Roses floats is made possible. This year the grounds of the Willard School form the site for the Post Parade and during the period the floats are on display, more than one-half million people will view the floral masterpieces. Floats remain in the Post Parade area until 4 o'clock on Jan. 2. In most instances faded flowers are replaced and others freshened by attendants.

SUNSHINE 51 OUT OF 52 YEARS

Within the 52 years' history of the Tournament of Roses parades, only once did rain interfere seriously with the progress of the pageant. For 51 years out of the 52 years, the sun shone brightly, on New Year's Day in Pasadena.

PRIZE WINNERS

Fifty-Second Annual Pasadena Tournament of Roses, January 1, 1941
Theme, "America in Flowers"

SPECIAL AWARDS

Sweepstakes—For most beautiful entry, regardless of size, open to all classes except hotels and business firms: Glendale.

Grand Prize—For most beautiful entry, regardless of size, in hotel and business firm class: Coca Cola Bottling Company.

Theme Prize—For the entry most fittingly presenting the theme of the parade, open to all except Pasadena entries: Central Japanese Association.

Pasadena Challenge Trophy—For the best Pasadena entry. Must be won three times to become property of winner: Pasadena Water Department.

President's Trophy—For the best horse-drawn vehicle, four or more horses: University of California.

CLASS AWARDS

Class AA—Counties and states: California State Parks, First; Nebraska, Second.

Class A—Cities of more than 40,000: San Diego, First; San Francisco, Second; Long Beach, Third.

Class A-1—Cities of 20,000 to 40,000: Santa Barbara, First; San Pedro, Second; Alhambra, Third.

Class A-2—Cities of 10,000 to 20,000: Arcadia, First; San Gabriel, Second; Ventura, Third.

Class A-4—Cities under 5,000: Sierra Madre, First.

Class A-6—Cities outside California of more than 40,000: Portland, First.

Class A-7—Cities outside California under 40,000: Las Vegas, Nev., First.

Class A-8—Counties of more than 50,000: County of Los Angeles, First.

Class B—Service Clubs, Men's: Pasadena American Legion, Post No. 13, First; L. A. District No. 6, Mantle Club, Second; Committee to Defend America, Third.

Class D—Hotels: Coronado Hotel, First; Camp Baldy, Second; Huntington-Vista del Arroyo Hotels, Third.

Class E—Business Firms and Manufacturers: Dr. W. J. Ross Co., First; Standard Oil Co., Second; Wilshire Oil Co., Third.

Class F—Business Groups: L. A. County Fair, First; Pasadena Clearing House, Second; Pasadena Merchants Association, Third.

Class G—Municipal Utilities: Metropolitan Water District, First; Pasadena Light Department, Second.

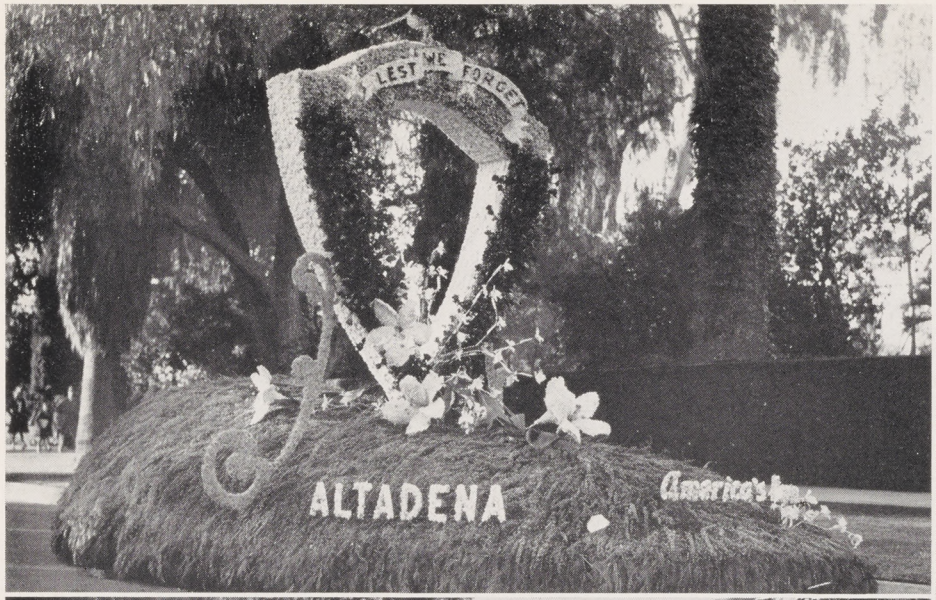
Class H—Educational Units: Pasadena City Schools, First; Antelope Valley Schools, Second; Stanford University, Third.

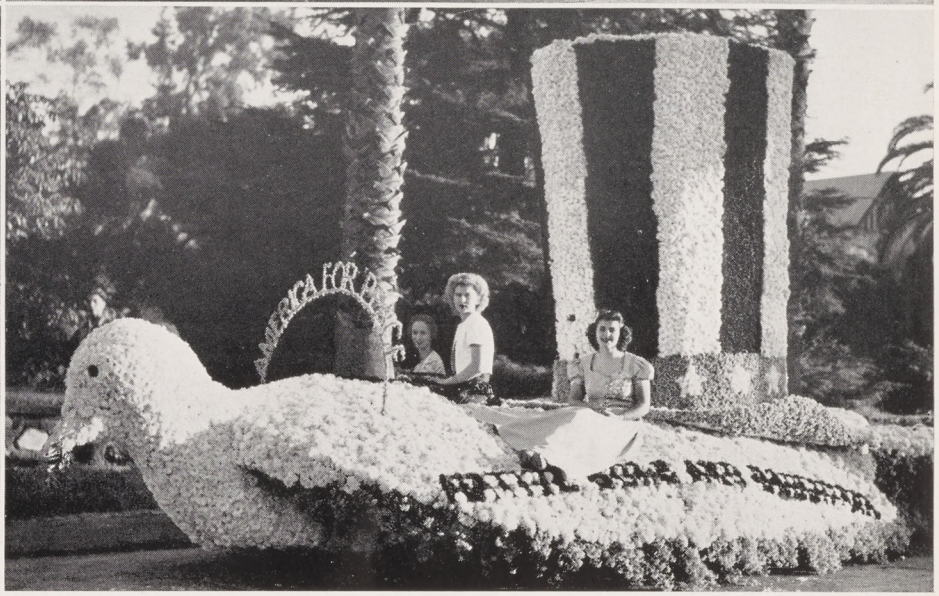
Class I—Religious Units: Salvation Army, First.

Class J—Boys' Organizations: Boy Scouts, First.

HONOR SYSTEM CONTROLS TRAFFIC

Traffic control in Pasadena on New Year's Day continues to amaze traffic officers from all parts of the country, who come here to watch how it is done. New York traffic officers cannot see how one million people can be kept in line without horse patrol. The method here has been simple. One million people have been put on their honor. A white line has been drawn each year on each side of the parade route. Spectators have been asked to observe "the honor line" and, they do.





Youth's Future Built on Glorious Past

ALTADENA—"American Heroes" are memorialized by an 8-foot red, white and blue shield, surmounted by a pompon and soleil d'or eagle, emblazoned: "Lest we forget."

BOY SCOUTS—"Building America's Tomorrow," is symbolized by an open book imprinted in red pompons with the Scout oath. Cubs, Scouts and Sea Scouts ride.

ANTELOPE VALLEY—"Educating Young America" is a tribute to the school house and old-fashioned slate, set in a desert scene of holly, wildflowers and golden poppies.

NATIVE SONS AND DAUGHTERS OF THE GOLDEN WEST—"America at Peace" is represented by a white pompon dove 30 feet long topped by a 6-foot Uncle Sam's hat.

PASADENA PREFERRED, INC., PASADENA SENIOR AND JUNIOR CHAMBERS OF COMMERCE—"Pasadena Salutes the New Parkway," stressing the speed with safety of the Pasadena Parkway. "Miss Pasadena" drives a white pompon racing car along the dusty Miller roadway lined with rose trees, with the marigold "sun always at the driver's back."

HOTEL *del* CORONADO

Coronado, California

✣

"On The Harbor Of The Sun"

✣

Stephen W. Royce, Managing Director
Alberto M. Campione, Resident Manager

✣

Relax and Enjoy Both the Sunshine and the Sea

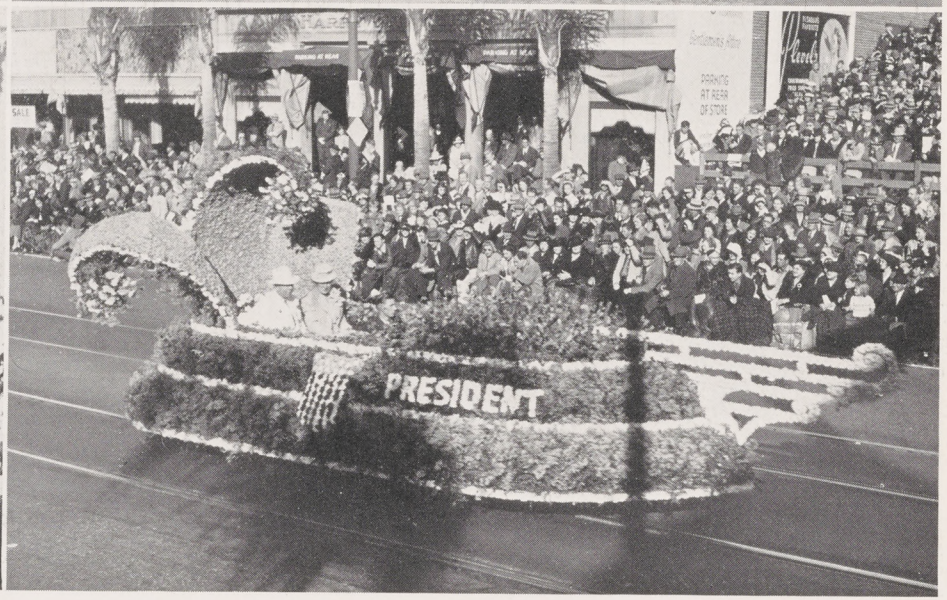
HISTORICAL FLAGS ARE RECALLED

CALIFORNIA STATE PARK ASSOCIATION—"The Bear Flag of the Republic" emblazoned on the front. A huge Redwood stump and waterfall provoke outing memories.

LOS ANGELES COUNTY FAIR—"Down by the Old Mill Stream" provokes sentimental memories as boy and girl gaze into the delphinium water near the old mill of heather.

CURRY'S CAMP BALDY—"Colonial Days" conjures up memories of plantation days with a yellow chrysanthemum spinning wheel and old kettle over red carnation fire.

CITY OF LOS ANGELES—"Birth of Old Glory" recalls Betsy Ross stitching the first American flag, fashioned of red and white carnations and blue delphiniums.



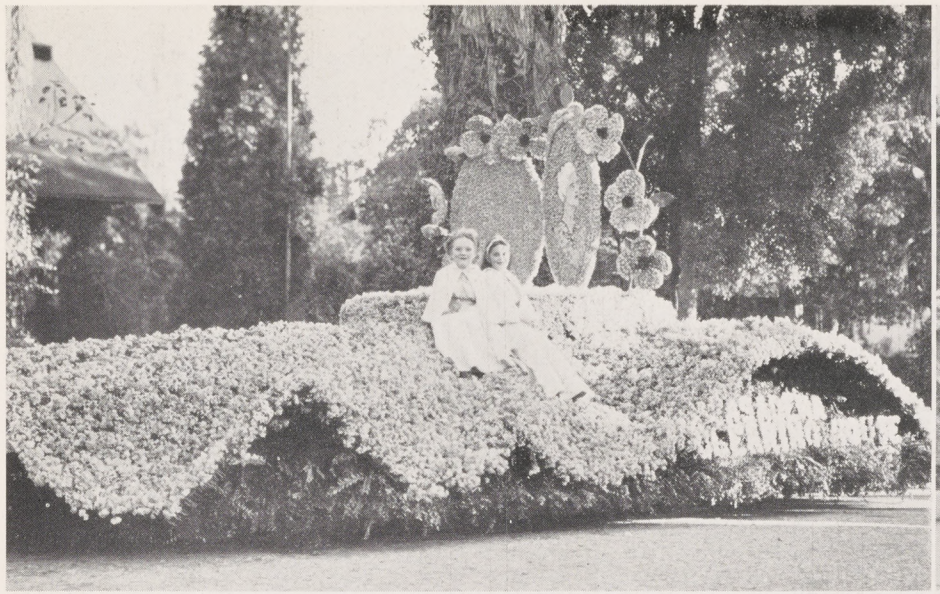
TRIBUTE PAID STANFORD'S 50TH ANNIVERSARY

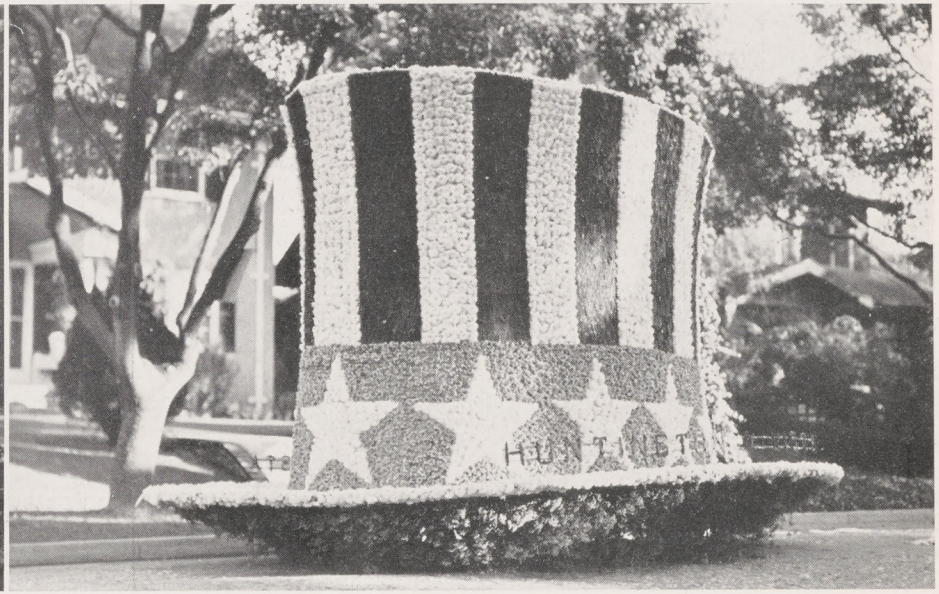
STANFORD UNIVERSITY—"Stanford's 50th Anniversary" calls for a huge birthday cake in the Stanford colors, red and white, topped by a large carnation block "S."

DR. W. J. ROSS COMPANY—"Up From Slavery" is a typical picture of the Old South. The face of Lincoln, in full relief on the sun, looks down on the scene in sympathy.

LAS VEGAS—"Still a Frontier Town" despite modern progress is demonstrated by the red, yellow and green cafe scene with wild and woolly West patrons celebrating.

PRESIDENT OF THE TOURNAMENT OF ROSES ASSOCIATION—Capt. and Mrs. J. W. McCall, Jr., ride in the forefront of the parade line in a floral-decked automobile.





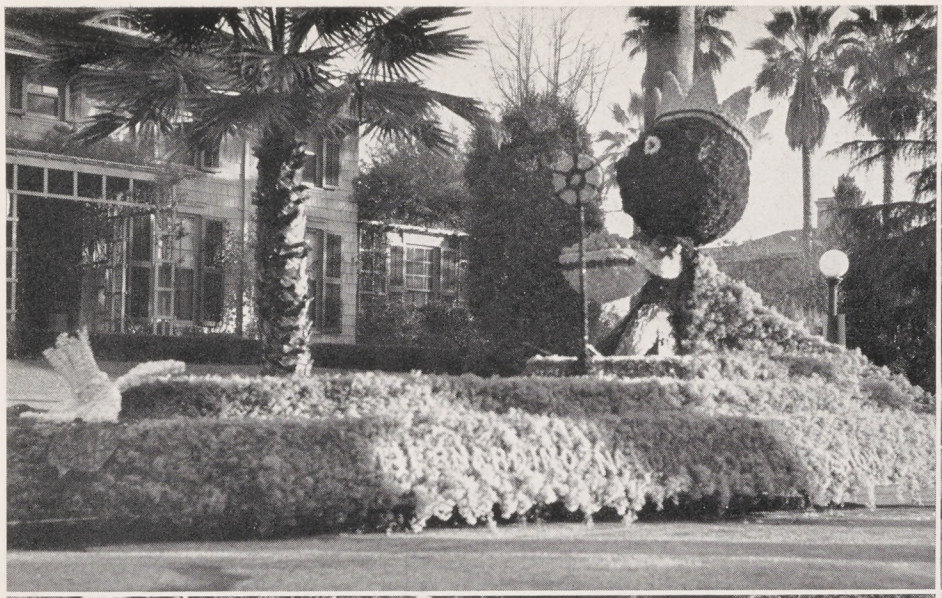
SEAPORTS FEATURE NAUTICAL THEMES

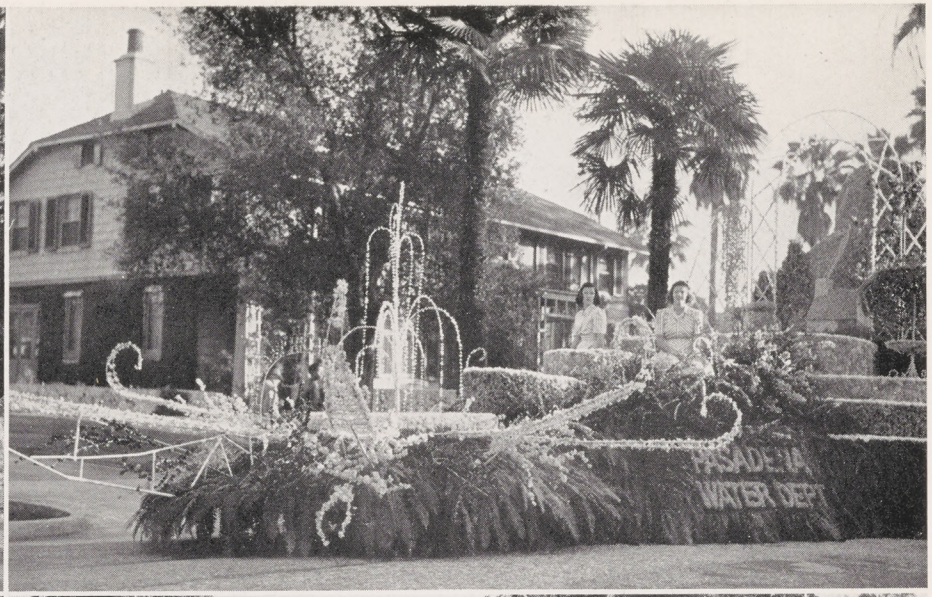
PASADENA CLEARING HOUSE ASSOCIATION—"The American Mother" is a portrait on a background of violets in a gold pompon locket on a chrysanthemum base.

SAN FRANCISCO—"The Argonauts of '49," miner, gambler, dance hall girl and others, in flowers and in real life, sail through the delphinium and stevia Golden Gate.

SAN DIEGO—"Our Navy" is symbolized by a swift cruiser, with revolving gun turret, cutting its way through huge delphinium and cornflower waves topped by spray.

HUNTINGTON AND VISTA DEL ARROYO HOTELS—"Uncle Sam's Hat," 12 feet tall, is fashioned of red coxcomb, white chrysanthemums, blue cornflowers and stevia.





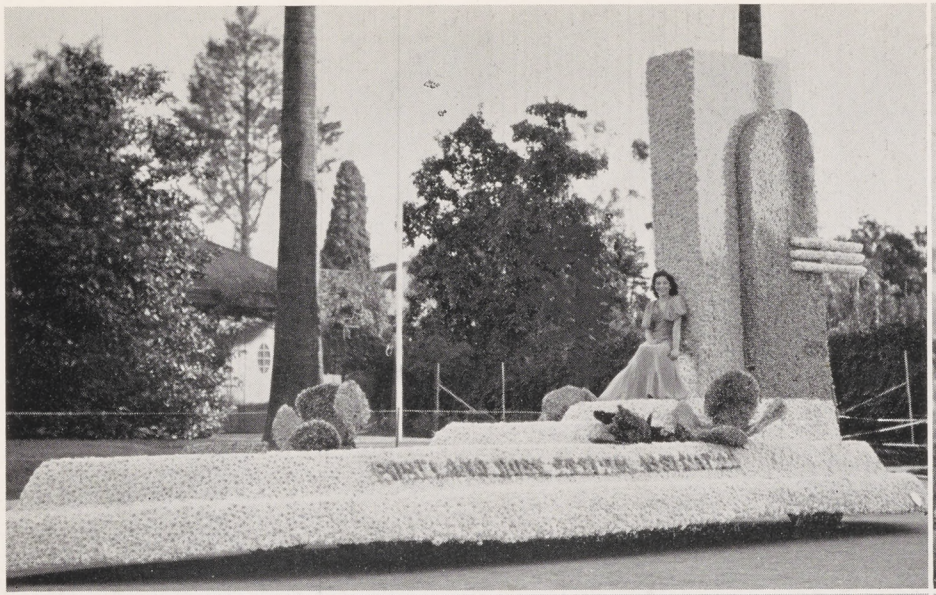
BIBLE AND MOTHER BULWARKS OF AMERICAN HOME

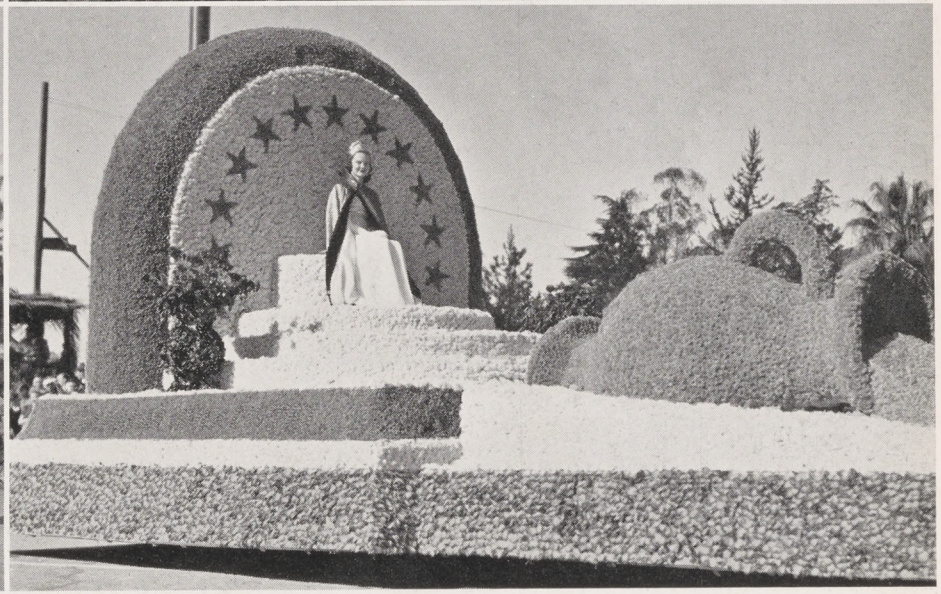
SAN BERNARDINO NATIONAL ORANGE SHOW—"The Orange King," his 4-foot marigold head nodding wisely, wears a gold pompon crown and holds a bowl of oranges.

SALVATION ARMY—"First Line of Defense" is a floral American home based on an immense Bible of white desert holly with dark bronze chrysanthemum edges.

PASADENA WATER DEPARTMENT—"The American Home," a two-story Cape Cod house of lavender, pink and white larkspur is set at the top of a rolling lawn.

ONTARIO—"Washington Crossing the Delaware" in a chrysanthemum boat tossed by cornflower waves is unperturbed by the white chrysanthemum ice blocks.





PORTLAND ROSE FESTIVAL COMPLIMENTS PASADENA

PORTLAND (ORE.) ROSE FESTIVAL—"American Beauties," giant roses made of sweet peas, adorn the streamlined creation. Chrysanthemums cover the base.

PASADENA CITY SCHOOLS—"The Spirit of Peace" is symbolized by a blue, white, orange and yellow Western Hemisphere in stocks, pompons, delphinium and roses.

PASADENA MERCHANTS ASSOCIATION—"The First Thanksgiving" is symbolized by Puritans near a white narcissus and carnation turkey on a calendula pumpkin.

METROPOLITAN WATER DISTRICT—"Thirteen Golden Cities," united to prevent drought, enthrone Eleanor Thomas queen. Blue water gushes from a golden olla.

AMERICANS' LOVE FOR FISHING DRAMATIZED

HOTEL DEL CORONADO—"The American Sport of Fishing" always will have, as in this case, "the one he caught" depicted in front and "the big one that got away."

INGLEWOOD—"Harbor of the Air" typifies the spirit of aviation, cornflower and chrysanthemum airplanes winging around a beautiful girl and an American shield.

SAN PEDRO—"The Fish that Did Not Get Away" is a 30-foot mechanical creation of 80,000 marigolds. It lashes its tail and flashes its larkspur and delphinium eyes.

PASADENA POST NO. 13, AMERICAN LEGION—"For God and Country" pledge representatives of American services, with a sweet pea dove of peace featured.

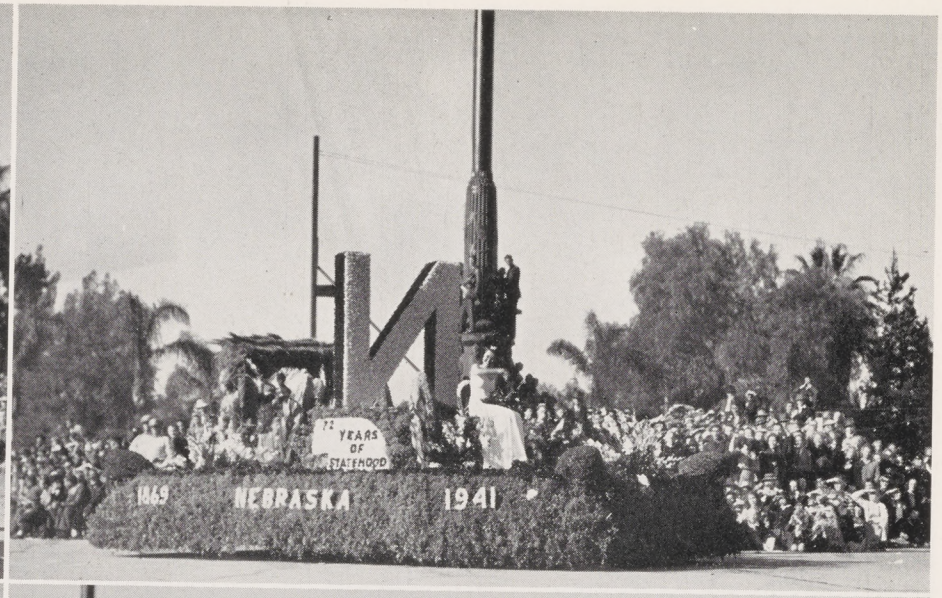
STRIDES OF SCIENCE AND INDUSTRY PORTRAYED

STANDARD OIL COMPANY—"The Oil Industry Is Prepared" realizes a large carnation, bachelor button and pompon Uncle Sam as he looks at oil storage tank in front.

LOS ANGELES COUNTY—"America's Sun Festival" is celebrated by sports-minded sun goddesses. Bird of paradise blooms are at the front. Old Sol winks at the girls.

SAN JOSE—"Lick Observatory" brings America's scientific achievements to the fore with a huge model of the telescope at Mt. Hamilton in white, yellow and blue flowers.

SOUTH PASADENA—"American Beauty," a beautiful girl, stands in a frame of red roses against a white chrysanthemum revolving plaque. She waves to the spectators.



NEBRASKA FAMOUS FOR FOOTBALL, TALL CORN

PASADENA LIGHT DEPARTMENT—"The Discovery of Electricity" depicts Benjamin Franklin's experiment by a 24-foot long floral light bulb topped by a delphinium kite.

SAN GABRIEL—"America in Flowers" patriotically displays a huge map of America on a streamlined float of roses, pompons, carnations, larkspur and cornflowers.

UNIVERSITY OF NEBRASKA—"Seventy-two Years of Statehood" are commemorated. Golden ears of Nebraska corn are 3 feet long. A large floral football is on each corner.

COMPTON—"The Hub City" is represented by a bronze and yellow chrysanthemum wheel set amid thousands of candytuft, chrysanthemum, stock and stevia blossoms.

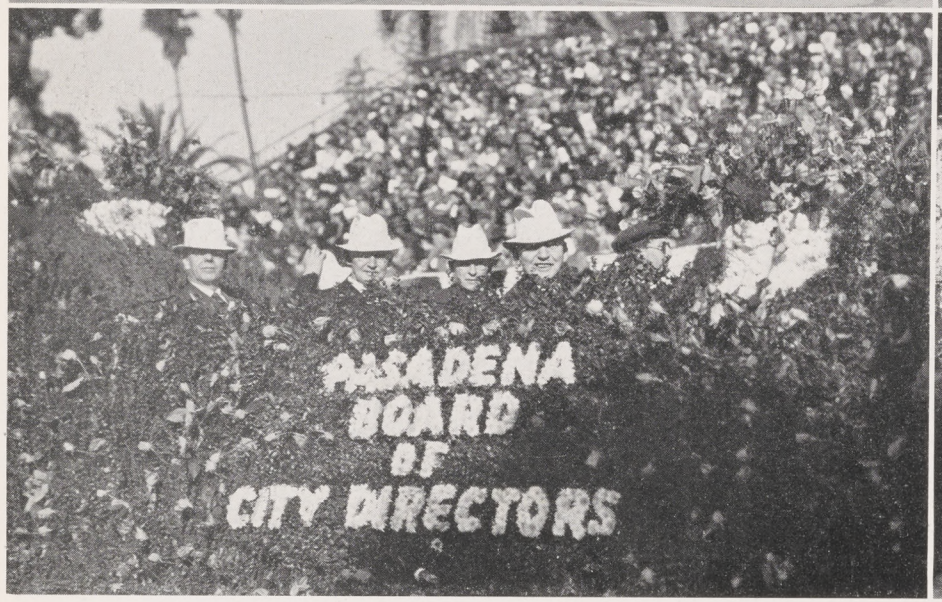
AMERICAN IDEALS AND TRADITIONS REVERED

UNITED SERVICE CLUBS—"Freedom" is symbolized by a 14-foot white chrysanthemum Declaration of Independence with chrysanthemum Liberty Bell in foreground.

VENTURA—"The Melting Pot" is turned by Uncle Sam and Columbia and out of it pours a molten poinsettia stream with children of different nationalities.

GAY'S LION FARM—"Friendship" features a golden chrysanthemum British lion, in front of a large red, white and blue shield, watching two girls representing Uncle Sam.

COMMITTEE TO DEFEND AMERICA BY AIDING ALLIES—"Keep War Away from America by Aiding Britain" portrays war's devastation with a British home in flames.



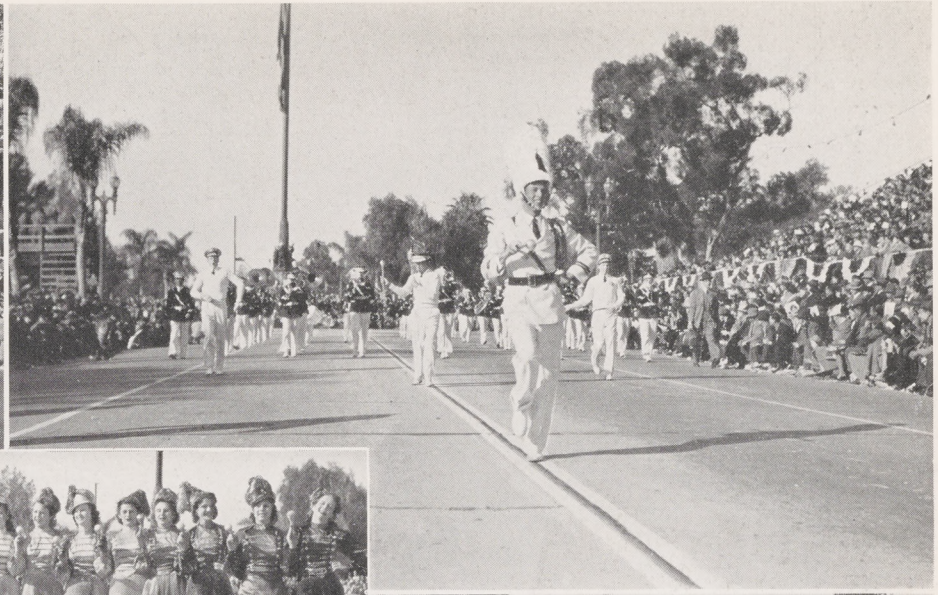
INDEPENDENCE, UNKNOWN SOLDIER PAID TRIBUTE

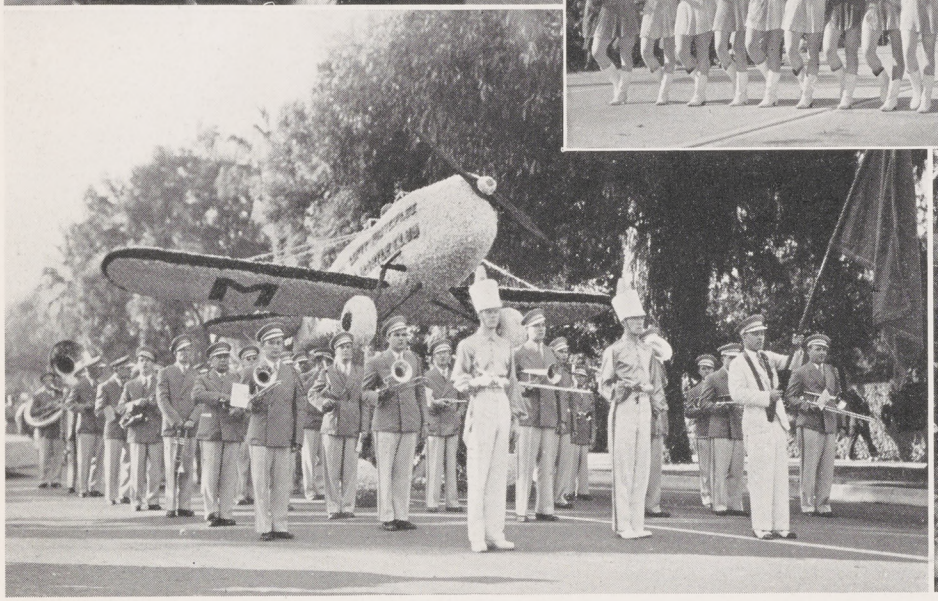
WILSHIRE OIL COMPANY—"Independence" rings out anew in floral tones from the 12-foot-high Liberty Bell reproduced with 30,000 bronze-colored chrysanthemums.

PASADENA BOARD OF CITY DIRECTORS—Greetings from the City of Pasadena to parade spectators are extended by the city officials from their floral-decorated car.

ALHAMBRA—"American Stories" are told graphically both on the pages of the open floral book on a carnation base and by the child story book characters at the front.

VETERANS OF FOREIGN WARS, SAWTELLE POST NO. 875—"The Unknown Soldier" is honored by the red, white and blue Army caisson drawn by fine Percheron horses.





PATRIOTIC MUSIC KEYNOTES PARADE

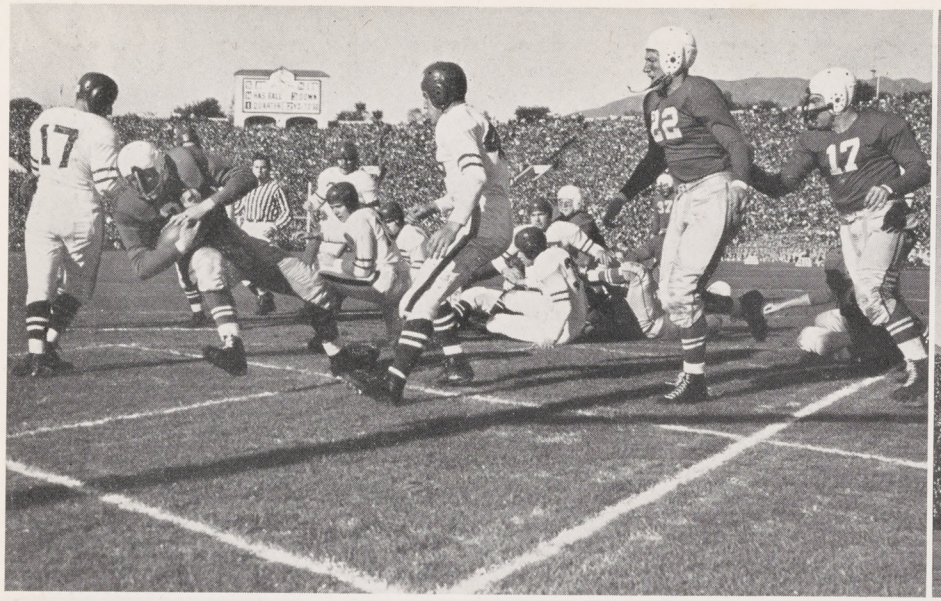
Large bands were spotted all through the long procession. Most of them were led by high-stepping drum majorettes. Upper left—Pasadena's famed Tournament of Roses band, directed by Audre Stong, marches behind pretty majorettes in Spanish dress. The band is made up of junior college students. Lower left—Los Angeles District No. 6 Mantle Club band marches under a white airplane of chrysanthemums "flying" six feet above the ground. The plane proclaims "American ideals and principles." Upper right—Stanford University's band is led by a high-hatted drum major, who has several aides. Lower right—Out west with their Cornhusker football team comes the University of Nebraska band of 110 pieces. Center—Long Beach Junior College's band sports a whole corps of pretty majorettes, who do lively strutting.

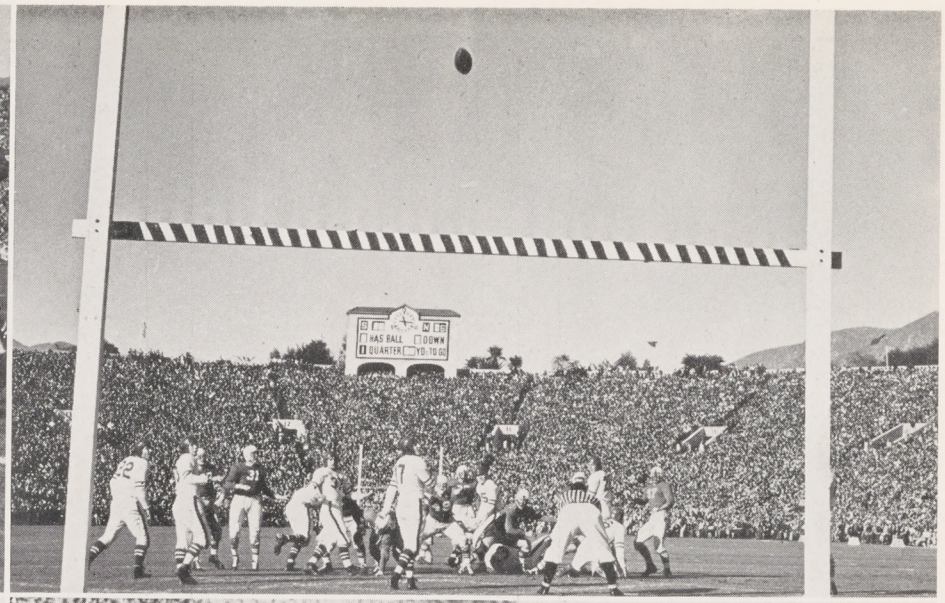
GAILY CLAD EQUESTRIANS THRILL CROWDS

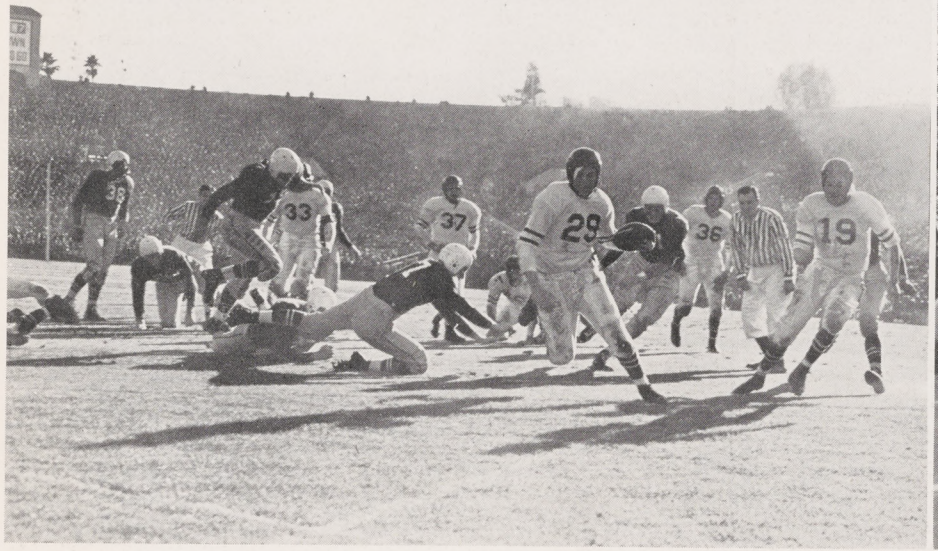
Wearing silver trappings and flowers, 250 spirited horses, dozens of them rare Palominos, were ridden by noted and colorful figures. Upper left—Trumpeter Al Shureen sounds the parade's start. Inset—Betty Lawrence, on bareback, commands eight colorbearers seen in top center picture. Lower left—Mrs. Norma Reicker rides sidesaddle, escorted by Jack Davis. Middle and lower center—Two of the many division marshals' groups. Upper right—Blonde Antoinette Carrillo, daughter of Leo Carrillo, film star, who is seen in inset with his lively mount dragging serpentine streamers. Lower right—Eldon J. Fairbanks, chairman of the equestrian division, escorts Betty Miles. Other riders were Monty Montana and his wife; Indian Sun Beam and Indian Smoky Sky Eagle, and Chief E. Raymond Cato of the California Highway Patrol.

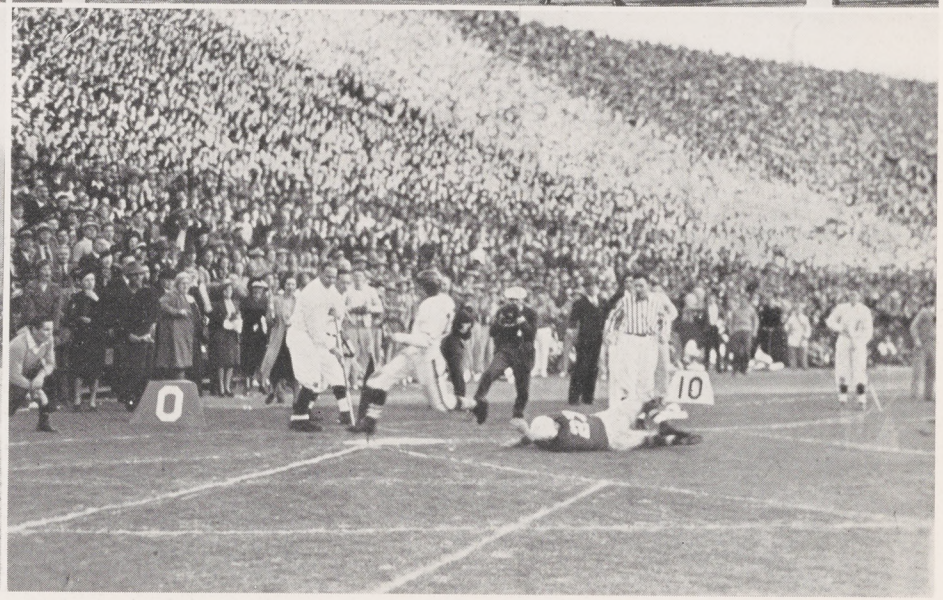
MANY HORSEWOMEN AND TWO "JUNIOR CABALLEROS" RIDE

Upper left—A division's honorary marshal rears his charger at the cameraman. Inset—Feminine loveliness was contributed by this blonde flagbearer. Lower left—Comely Marvelle Andre came from Hollywood in smart riding habit. Top center—Standard bearers head Victor McLaglen's Light Horse Troop, 20 strong. Middle center—One division's honorary marshal has group of equestriennes as aides. Lower center—Six massive Percherons tow a flower-covered caisson driven by Veterans of Foreign Wars. Top right—Honorary Division Marshal Jack Robinson rides a Palomino gaily outfitted, even to flower "anklets." Inset—Los Angeles County's Sheriff Eugene Biscailuz, who brought his posse, waves his sombrero. Lower right—Budding caballeros are Richard Smith and Lynn Green, Jr., riding Shetland ponies.









Stirring Plays from Stanford-Nebraska Rose Bowl Game

Upper left—Vike Francis, Nebraska fullback, scores first touchdown three minutes after game opens. He has just dodged Pete Kmetovic (17), Stanford halfback. Upper right—Vike Francis kicks perfect conversion after his touchdown, making score 7-0. Lower left—Gallarneau, Stanford halfback (29), goes over for first Stanford touchdown. Schwartzkopf (17), Nebraska guard, on ground. Lower right—Third quarter touchdown, Stanford's final score, Kmetovic going over as Luther, Nebraska, misses tackle.

Stanford Triumphs Over Nebraska 21-13 in Rose Bowl

By R. C. SAMUELSEN

ROSE BOWL, PASADENA, JAN. 1—Stanford's Indians, in bringing to a climax one of the most astonishing comebacks in Pacific Coast football history, made it a grand slam here today. Opportunists as they have proven themselves to be in ten unbeaten games, including today's Twenty-sixth Annual Tournament of Roses Classic, the West's "Cinderella Eleven" out-gamed and out-smarted the Cornhuskers of Nebraska, 21 to 13.

It was a game that sent a capacity throng of 91,000 persons out of this huge stadium talking to themselves and recalling the names and deeds of little Pete Kmetovic, 173-pound halfback whose speed had the Huskers jittery all afternoon; of Frankie Albert's quarterback generalship for Stanford; of Vike Francis' powerful plunges as Nebraska fullback, and of some of the most vicious blocking ever seen in the bowl.

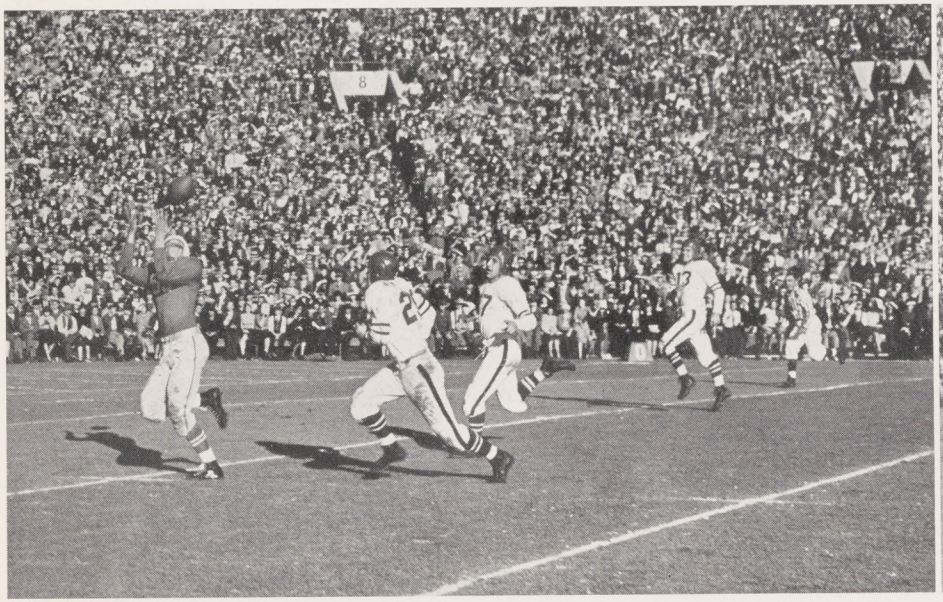
It looked sad, very sad, for Stanford's confident rooters right at the very start, for Nebraska's red-shirted gridders had a touchdown, a conversion and seven points in the first four minutes of play. The slashing drive of 53 yards, involving but eight plays, took the Cornhuskers straight down the field after Francis had received Albert's kickoff on the Nebraska 28-yard line and returned the ball to his own 47. From there it was Francis virtually all the way as the Huskers' ace back accounted for two successive 14-yard runs, two of shorter distance, and a dive over the goal line from the 2-yard line. Francis also converted from placement to put the Cornhuskers out in front, 7 to 0, to the wild delight of 10,000 Cornhusker rooters in the stands, 5,000 of whom made the trip here from Lincoln.

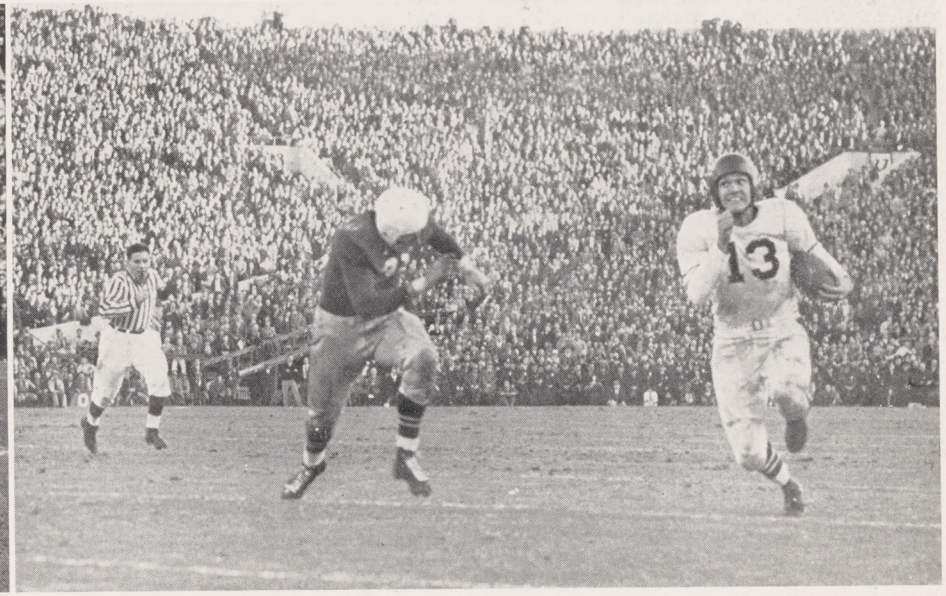
Stanford's supporters were completely dumbfounded by the consummate ease with which the Mid-Westerners scored. It was a mere breeze. It hadn't happened before during last year's regular season. Had Stanford's Achilles heel been found at last?

The answer is "No." Nebraska scored again in the second period, largely because an opening was given on the fumble of a Cornhusker punt, but the rest of the game was all Stanford's. Coach Clark Shaughnessy's baffling T-formation, a style of attack well known in grandpappy's day but streamlined up to the minute as demonstrated today, simply had not had an opportunity to express itself. Nebraska had the ball from the outset and kept it.

After an exchange of punts Stanford got its chance when Kmetovic returned Harry Hopp's kick 13 yards to the Nebraska 47. Little Pete immediately put on a speed-burning act and took the ball 29 yards to the Cornhusker 18. Hugh Gallarneau lost two yards but Kmetovic, who was credited with the remarkable average of 9.2 yards in the game, picked up 11 yards to give Stanford possession on the Cornhusker 9. The Indians had four downs to make the touchdown but only one was needed as Gallarneau made the entire distance in one try. Albert and his mates so finessed the play that the visitors were looking in the opposite direction as Gallarneau drove through right guard and scored standing up. Albert converted, as he did following Stanford's two subsequent touchdowns, and the score was tied 7 to 7. The Indians had covered the 47 yards to touchdown territory in exactly four plays to deadlock the count two minutes before the first quarter ended.

Stanford, sparked by runs of 23 and 15 yards by Gallarneau, reached Nebraska's 9-yard line as the second period got under way, but the Huskers held and the drive came to naught when Albert's field goal try from the 16-yard stripe went wide. Nebraska punted out and within a minute the tide quickly turned and the Big Six champions had their second touchdown. Herman Rohrig's 55-yard punt was a beauty and caught Kmetovic, playing safety, out of position. Pete tried to catch the pigskin over his head but he couldn't hold it and Allen Zikmund, Husker sophomore wing-





HIGHLIGHTS OF STANFORD-NEBRASKA GAME—Left, second Nebraska touchdown, Zikmund (59) catching pass to score. After him, left to right, are Gallarneau (29), Kmetovic (17) and Albert (13). Right—Frankie Albert, Stanford All-American quarterback, runs around end for 20 yards, eluding Alfson, Nebraska's All-American guard.

back, fiendishly pounced on it. It was Nebraska's ball on Stanford's 33 and on the first play Rohrig's pass was caught on the 8-yard line by the same Zikmund, who sprinted into the clear behind Stanford's backs and just made it into the scoring zone after Kmetovic had partially blocked him on the one-yard line. Rohrig's attempted conversion was blocked but again the Huskers led, 13-7.

Nebraska's ensuing kickoff went out of bounds and in taking over on their own 35, the Indians came close to duplicating the quick scoring spurt of the Cornhuskers' second team, which had been inserted into the game at the beginning of the second quarter. Two first downs were chalked up as Norman Standlee, the Indians' big chief who suffered a bad cut over his right eye in the third period and had to be removed from the game, Kmetovic and Albert made short but effective thrusts. With the ball on the Nebraska 40, All-American Frankie faded back, took deliberate aim and fired a pass straight down the field. It was timed to perfection and Gallarneau, eluding the secondary as Zikmund did, caught the ball on the dead run on the Cornhusker 18 and continued, without being touched, for six more Indian points. The reliable Albert again came through to give Stanford the lead for the first time by a one-point margin, 14 to 13.

Zikmund electrified the crowd, on edge by the repeated quick turn of events in the thrilling game, by returning Albert's kickoff from his own 10 to the Indians' 39. It was a sensational run down the west sideline but the star back finally was forced out of bounds. Nebraska advanced to the 30 and George Knight, substitute quarterback, attempted a field goal just before the half ended but the ball fizzled out on the Stanford 7-yard marker.

The third quarter had hardly gotten under way when the Indians, fortified by halftime instructions from Coach Shaughnessy, took complete command and kept it for the entire last half. Only once did Coach "Biff" Jones' Nebraskans move into Stanford territory during the remainder of the game, and then only one yard past the 50-yard line stripe. The T-formation had the Huskers bewildered and the Stanfordites took the ball right down the field from their own 24 to the Cornhuskers 1½-yard line, the biggest factors being a 36-yard Albert to Kmetovic pass and a 14-yard Albert to Kmetovic lateral.

It appeared the inspired Indians would surely score but the valiant Cornhuskers rose up and threw them back four straight times. First Albert, then Albert again as Frankie fumbled and recovered on the one-yard line. Then Eric Armstrong and Rod Parker gave their all in charging against the potent Nebraska forward wall and it was not enough.

It was Nebraska's ball on the 2-yard line when the final pile-up was unwound, but the crowd hadn't recovered from the visitors' marvelous goal-line stand before it witnessed what perhaps was the greatest blocking performance in Rose Bowl history.

Hopp, from behind his own goal line, kicked out to Kmetovic who caught the ball on the Cornhusker 39. Little Pete started cautiously for the west sideline, saw he was trapped and speedily turned around and headed for the opposite side of the field. Once, twice, he almost got caught, but he sidestepped, changed his pace and used his exceptional speed to take full advantage of his teammates' support and started to cut in, goal-ward bound. Then, miraculously, the entire Stanford team functioned as a tremendous knife to cut the Cornhuskers, bent on bringing the elusive Pete to earth, down, one by one. It was an amazing exhibition of collective blocking as the opposition was taken out, man after man. "Butch" Luther, waiting within the 10-yard line, remained as the only Nebraska hope, but he didn't have a chance. His desperate and futile dive to nail Kmetovic was stymied by another group of Stanfordites, who seemed to appear out of nowhere and outnumber the Huskers three to one. Kmetovic scored without a hand being laid upon him once he passed the 30-yard line and Albert made the extra point for a 1.000 percentage in the conversion department. So vicious was Stanford's blocking that several Huskers were knocked completely off their feet to come down with a thud. One, Frani Francis, was unable to resume action for several minutes. He was out cold.

That made the score 21 to 13, where it remained to the final gun, despite the Nebraska rooters plea of "Let's go north," the direction the Huskers tried in vain to travel, during the final quarter. Nebraska's efforts went awry, partly because of pass interceptions, but mostly because the team which can fathom the most discussed football system in years, Clark Shaughnessy's model-T, is yet to be found. Thus the Indians travelled in the course of one short year, from conference doormat in 1939, to conference champions in 1940, and victory in the 1941 Rose Bowl game.

The amazing Indians of today won't be forgotten. Move over, you "Vow Boys" and you "Farm" boys who composed "Pop" Warner's great teams of the Twenties, too.

The starting lineup:

Nebraska	Pos.	Stanford
Preston	LE	Graff
Kahler	LT	Stamm
Schwartzkopf	LG	Taylor
Burruss	C	Lindskog
Alfson	RG	Palmer
Herndon	RT	Banducci
Prochaska	RE	Meyer
Petsch	QB	Albert
Hopp	LH	Kmetovic
Luther	RH	Gallarneau
Francis	FB	Standlee

Score by Periods

Stanford	7	7	7	0—21
Nebraska	7	6	0	0—13

Scoring: Touchdowns—Stanford, Gallarneau 2, Kmetovic 1; Nebraska, Francis, Zikmund.

Points after touchdown — Stanford, Albert 3; Nebraska, Francis 1.

Substitutions: Stanford — Ends, Tomerlin, Norberg, Ditlevsen, Symes; Tackles, Purkitt, Warneke; Guards, Robesky, Francis; Centers, Stahle, Thompson, Verdieck; Backs, Armstrong, Parker, Crane, Casey, Cole, South, Peterson.

Nebraska — Ends, Ludwick, Bunker; Tackles, Schleich, Behm, Muskin; Guards, Whitehead, Abel; Centers, Meier; Backs, Knight, Rohrig, Rubottom, Zikmund, Bradley, Thompson.

Officials: Referee—Louis G. Conlan, St. Mary's College; Umpire, John Waldorf, University of Missouri; Headlinesman, McEvans, James Millikin University; Field Judge, Dwight Ream, Washburn College.

NEBRASKA FOR ROSE BOWL ONLY

University of Nebraska's first invitation to the Pasadena Tournament of Roses game came in 1916! It was tendered by Washington State, which represented the West that year. But such a contest was unheard of in that year, which saw the start of the regular series in Pasadena, and Nebraska officials declined.

The years rolled by to 1940, when Nebraska received "feelers" from every New Year's Day bowl game in the country, except the Rose Bowl. Cornhusker regents met and voted to send their team only to the Rose Bowl, when and if such an invitation arrived. Two days later they received the Stanford bid.

FOOTBALL SCORES OF PAST YEARS

Date	East or South	Points	West	Points
1902	Michigan	49	Stanford	0
1916	Brown	0	Washington State	14
1917	University of Pennsylvania	0	University of Oregon	14
1918	U. S. Marines	19	Camp Lewis	7
1919	U. S. Naval Training Station	17	Marine Barracks	0
1920	Harvard	7	University of Oregon	6
1921	Ohio State	0	California	28
1922	Washington & Jefferson	0	California	0
1923	Penn State	3	U. S. C.	14
1924	U. S. Naval Academy	14	University of Washington	14
1925	Notre Dame	27	Stanford	10
1926	Alabama	20	University of Washington	19
1927	Alabama	7	Stanford	7
1928	Pittsburgh	6	Stanford	7
1929	Georgia Tech.	8	California	7
1930	Pittsburgh	14	U. S. C.	47
1931	Alabama	24	Washington State	0
1932	Tulane	12	U. S. C.	21
1933	Pittsburgh	0	U. S. C.	35
1934	Columbia	7	Stanford	0
1935	Alabama	29	Stanford	13
1936	S. M. U.	0	Stanford	7
1937	Pittsburgh	21	University of Washington	0
1938	Alabama	0	California	13
1939	Duke	3	U. S. C.	7
1940	Tennessee	0	U. S. C.	14

TOURNAMENT SENDS FLORAL MESSAGE TO WORLD

WHEN, in 1890, the first Tournament of Roses Parade was staged in Pasadena, with its decorated carriages, the message was proclaimed to the world that roses bloom in Pasadena on New Year's Day. Little did the originators of that first procession realize that after 50 years the identical message would ring out through newspapers, radio and other means on this New Year's Day of 1941.

"The purpose of the Tournament of Roses Parade hasn't changed in more than half a century," declared Capt. J. W. McCall, Jr., 1941 president of the association. "We still call the world's attention to the fact that the sun shines and flowers bloom in Southern California in mid-winter."

The Tournament of Roses is presented each year by a non-profit organization which operates through its 25 directors and 25 committees. With the exception of the executive-secretary and his staff, no member of the organization receives remuneration for his work during the year, each paying dues and, in return, receiving the privilege of purchasing six tickets to the famous Rose Bowl football game.

The parade this year consists of 55 floats, 18 bands and approximately 200 horse entries. The floats represent an investment of more than $200,000, while the horses, with their silver equipment, are valued in the neighborhood of $500,000.

Each year the Tournament of Roses has a different theme. For 1941, "America in Flowers" has been the choice. Because of the National Preparedness Program, the display of the American Flag is being stressed for 1941. Along the entire parade route hundreds of flags were displayed, while at 7:02 o'clock, the sunrise hour, from every fire station bombs were set off as a signal for thousands of Pasadena householders to raise "Old Glory" to the home flagstaff.

When the annual parade originated in 1890, picnics and games followed the spectacle. Later chariot races in Tournament Park replaced the outdoor family parties. In 1902 the now famous East-West football game in the Rose Bowl started, when the University of Michigan travelled across country to defeat the Stanford University 49 to 0. There was an intermission of 14 years between games and, in 1916, these resumed to form the sports headline for the day throughout the 24 years that followed.

OFFICERS AND DIRECTORS OF THE TOURNAMENT OF ROSES ASSOCIATION

Top row, left to right: J. W. McCall, Jr., president; Robert M. McCurdy, vice-president; Frank M. Brooks, secretary; James K. Ingham, treasurer; William Dunkerley, manager; Ray C. Maple, assistant manager; C. Elmer Anderson, Cyril Bennett, and George S. Campbell. Center row: Max Colwell, Eldon J. Fairbanks, Glenn J. Greene, Lathrop K. Leishman, Harlan G. Loud, Drummond J. McCunn, C. W. Norris, C. Hal Reynolds and Stephen W. Royce. Bottom row: Harold C. Schaffer, George L. Schuler, Dr. Russell E. Simpson, Charles A. Strutt, E. Felton Taylor, Max H. Turner, Louis R. Vincenti, William P. Welsh and Carl G. Wopschall.

The Pasadena Parkway (Arroyo Seco Parkway)

Upper Left—The Pasadena Parkway is formally opened, December 30, 1940, by Governor Culbert L. Olson of the State of California, assisted by Queen Sally Stanton of the Tournament of Roses. Lower Left—Another view of the formalities showing how the six-lane speedway passes under city streets. Right—An aerial view of the Pasadena Parkway looking toward Pasadena from the Highland Park area. This photo by courtesy of the California State Highway Department.

THE PARKWAY COMES TO PASADENA

ON THIS New Year's Day, after years of planning, the Pasadena Parkway, with its six lanes of traffic "points to Pasadena."

State highway engineers and officials, plus contractors rushed work in order that the Parkway might be opened for the great flow of traffic to the Pasadena Tournament of Roses, in 1941.

Pasadena now faces the problem of utilizing to full advantage the benefits to be derived from a roadway, planned since the days of the Indian trail that led down the channel of the Arroyo Seco. This job has been undertaken by Pasadena Preferred, Inc., with results in the form of better business, increased population and higher property values already in evidence.

The Arroyo Seco Parkway Association was created in 1934. It began its job, under the direction of Carl Hinshaw, Edward S. Graham, Harrison R. Baker and William Dunkerley, of interesting other cities to secure legislation for the Parkway, planned to be a model for the entire state. Legislation necessary for the securing of funds which totaled $5,700,000 was engineered at Sacramento with the able assistance of Assemblywoman Eleanor Miller. In addition to the $5,700,000 for actual road building must be added another $6,400,000 item provided as a federal labor relief item, for the channelization of the old Arroyo Seco trail, which makes the Parkway flood-proof for all times to come. The total cost, therefore, is in the neighborhood of $12,000,000.

Park departments of three cities have cooperated in the beautification of the Parkway, its banks being planted with foliage that will give brilliant coloring throughout all of the four seasons of the year.

When the Parkway was nearing completion, Pasadena Preferred, Inc., was formed in Pasadena. For several months this organization has been drawing attention to the splendid advantages of Pasadena as a residential city, especially for those business men who have their offices in Los Angeles and who choose to live in the City of Roses. Already new residents have started to move into the city. A fine new $1,000,000 department store is now opened for business, because of the Parkway and virtually every merchant in the city has "dressed up" his place of business in the expectancy of the new business era which even now is dawning upon the community.

"Parkways such as the Arroyo Seco with its roadside planting," predicts E. E. East, chief engineer of the Automobile Club of Southern California, "will pay large dividends to the citizens of the entire Los Angeles area." The Parkway, in marked contrast to most of our highways beset with roadside encroachment and conflicts between intersecting and opposing lines of traffic, will not lose its efficiency, but will show through the years a greater and greater return on the investment to the users and communities which it serves."

Attending the dedicatory ceremonies of the Parkway at which Queen Sally of the Tournament of Roses cut the strand of roses allowing the flow of traffic through the completed route, was Governor Culbert L. Olson, Congressman Carl Hinshaw, Assemblywoman Eleanor Miller and other state, county and city officials. Approximately 1500 persons were on hand for the program, most interested of whom were the older Pasadenans who witnessed a dream mature. For, it was back in 1895 that T. D. Allin, of Pasadena, made the first survey of the trail that in 1941 became the Pasadena Parkway. In the early 1900's the first vehicle plan for traffic, a bicycle speedway between Pasadena and Los Angeles, was sponsored by Horace Dobbins. The speedway was partly constructed, but never completed.

For nearly 40 years the Arroyo Seco served as picnic ground in summer and as a district that was a flood menace to all adjacent property in the rainy seasons. The three cities of Los Angeles, South Pasadena and Pasadena often talked of a road down the natural channel, but finances for the great project were never made available, until the Pasadena organization got together, merged their efforts with those of South Pasadenans, Highland Parkers and Los Angelenos and now—

The Parkway points to Pasadena.

"Forty-five years between the first survey and today's splendid completion; that is a long time," said Governor Olson, in his address at the opening ceremonies. "But perhaps," continued the Governor, "it is just as well that the dream was a long time in its dreaming. Perhaps it is just as well that many obstacles stood in the path of its final realization."

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CONTROLS TRAFFIC FROM AIRPLANE

Chief of Police Charles H. Kelley, at left, studies relief map of Pasadena with Traffic Captain Clarence Morris preparatory to directing Tournament of Roses traffic from an airplane.

Realizing four years ago that the best possible way of controlling the million or more persons who come to Pasadena to view the annual Tournament of Roses parade so that they might get the maximum enjoyment from the floral pageant, is from the air, Chief of Police Charles H. Kelley of Pasadena in 1937 went aloft in an airplane equipped with two-way radio phones and from the air quickly told Traffic Captain Clarence Morris on the ground where there was traffic trouble. This was the first air controlled traffic system ever tried for a big concourse and so well has the plan worked that for the fourth time on New Year's Day, 1941, Chief Kelley again took to the air with Captain Morris as the ground receiver.

The cruise not only covers all of the city of Pasadena but the main avenues of approach and when Chief Kelley sees a "bottleneck" where there must be immediate traffic help, he telephones to the ground crew from the airplane and the Pasadena police receiving station at once puts the message on the air where all traffic cars and motorcycles may hear.

This system has worked so well for three previous times that its extended use this year came as a matter of course.

The basic study of the problem is the relief map of Pasadena shown in front of Chief Kelley and Captain Morris. This map indicates every "bottleneck" in handling of traffic for those coming to the parade, those leaving after the parade is over, those headed for the football game in the Rose Bowl and those homeward bound after the game to say nothing of the thousands who on New Year's Day add to the traffic problem by trying to drive through the Pasadena area to the Santa Anita race track for its big race program.

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THE first eastern university to send a football team to Pasadena for the Tournament of Roses game was Michigan, in 1902. This team defeated Stanford, 49 to 0.

Michigan had rolled up 501 points to none for her opponents during the preceding season, and the victory over Stanford, adding 49 points, made a grand total of 550 to 0.

The picture of the Michigan team (see inside back cover) that made this great record is published in colors in this issue of The Star-News and The Post Tournament of Roses book, through the cooperation of the Pasadena Municipal Light and Power Department.

It may be of interest to note that Dr. J. O. Cobb, a former Michigan football player, coached General Manager Benjamin F. DeLanty of the Municipal Light and Power Department when Mr. DeLanty played football at Whitworth College, near Tacoma, Wash., about ten years prior to the Michigan-Stanford game in Pasadena.

Mr. DeLanty went to Prescott, Ariz., where, with his brother, he organized the first football team in the state and became known as "The Father of Football in Arizona."

Coming to Pasadena 34 years ago, Mr. DeLanty took the position of engineer and superintendent of construction of the Pasadena Municipal Light and Power Department under its first general manager, Charles C. Glass.

About a year later, C. W. Koiner, now City Manager of Pasadena, succeeded Mr. Glass in the management of the Light and Power Department, and resigned in 1925 to be succeeded in turn by Mr. DeLanty, whose football experience no doubt has been a factor in his successful career.

The Pasadena Light and Power Department has grown from a mere handful of employes to a personnel of 286. It has 33,000 customers. Its electrical output is valued at more than $4,000 a day and its plant has a generating capacity of 55,000 kilowatts.

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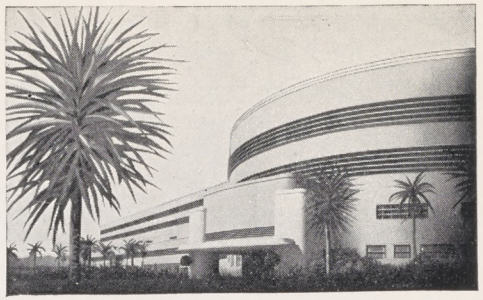

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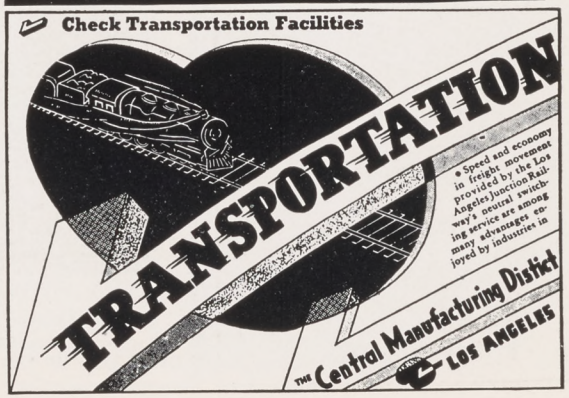

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TOURNAMENT QUEEN AND HER COURT

QUEEN SALLY AND HER SIX PRINCESSES

Miss Sally Stanton was crowned queen of the 1941 Tournament of Roses in impressive ceremonies at the annual ball in the Pasadena Civic Auditorium. Above is shown the Royal Court, reading from left to right, Patricia Hops, Dorothy Young, Elizabeth Allensworth, Queen Sally Stanton, Claudine Radeke, Ann Stratton and Ellen Harmon.

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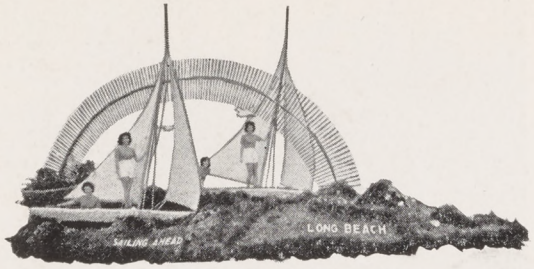

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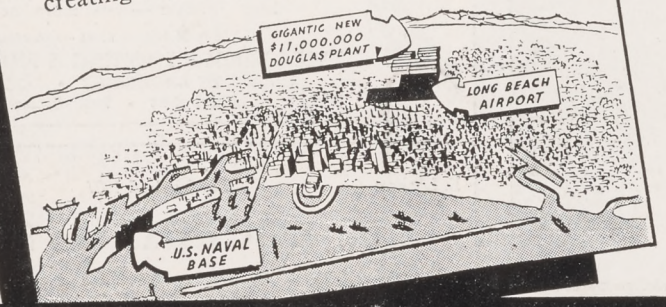
Think what the following schedule of activity means to Long Beach business and to national advertisers who want to do business with Long Beach residents!

BREAKWATER EXTENSION, doubling harbor area of home port of U. S. Fleet. CREATION OF NAVAL BASE adequate to peace and wartime maintenance of the world's greatest battle fleet. SHIPBUILDING, millions of dollars' worth of fighting and commercial ships. DOUGLAS AIRPLANE PLANT, 37 solid acres of buildings in America's first "blackout" plane factory, creating 15,000 new jobs.



Last year's Long Beach entry in the Rose Tourney told a story of "Sailing Ahead." But the speed of progress developments in 1940 at Long Beach, California, proved that "soaring ahead" might better describe the activity here! New men by thousands, new money by millions are now at work on gigantic national defense projects concentrated here. Alert national advertisers are spotlighting attention on this favored West Coast city. Advertising contact is readily established . . . through schedules in Long Beach's OWN daily newspapers, only adequate media in this total market of close to half a million population!

LONG BEACH

Press-Telegram & Sun

Represented Nationally by WILLIAMS, LAWRENCE & CRESMER CO.

Member Newspaper Groups, Inc.

LONG BEACH, CALIFORNIA

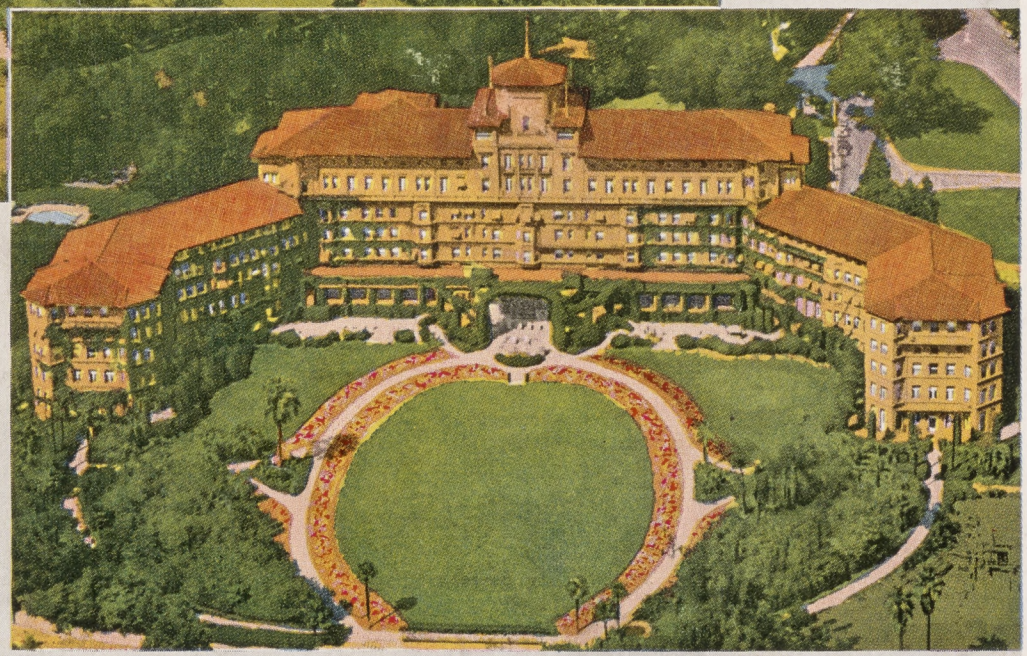
MICHIGAN'S FAMOUS 501 TO 0 FOOTBALL TEAM OF 1901 THAT DEFEATED STANFORD 49 TO 0 IN PASADENA, NEW YEAR'S DAY, 1902

First of all Eastern football teams to play for the Pasadena Tournament of Roses was Michigan, in 1902. Top row, left to right: Harry Crafts, student manager; Dan E. McGugin, George Gregory, Coach Fielding H. ("Hurry Up") Yost, Herbert Graver, Charles Baird, graduate director; Keene Fitzpatrick, trainer; center row, Ebin Wilson, Neil Snow, Hugh White, Bruce Shorts, Willie Heston; bottom row, Everett Sweeley, Harrison S. Weeks, Curtis G. Redden, Arthur E. Redner, Al Herrnstein. This historic picture is published in color through cooperation of the Pasadena Municipal Light and Power Department.

The
Vista del Arroyo
HOTEL *and* BUNGALOWS
D. M. Linnard Le Roy Linnard

The stately Vista del Arroyo and its Mediterranean Villas, with Recreational Features including Swimming Pool, Badminton, Tennis Courts, Dining and Dancing Terrace, Cabanas and Club House.

PASADENA, CALIFORNIA



The
Huntington
S. W. ROYCE, Manager

"Where Sunshine Spends the Winter"

Occupying its Own Spacious Grounds in Oak Knoll, with Swimming Pool, Tennis and Badminton Courts, Putting Course, Walks and Dells

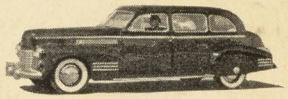
The Hotel Huntington

The Hub of Southern California's
All-Winter Sun Festival
is the great outdoors

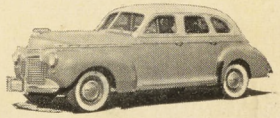
TANNER
MOTOR LIVERY

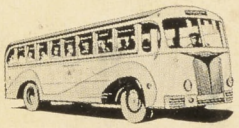
Enjoy Gala Days with

LIMOUSINES for HIRE with Chauffeurs IN LIVERY



U-DRIVE CARS





SIGHTSEEING
Regularly Scheduled
TOURS

TANNER
MOTOR TOURS — THE GRAY LINE — MOTOR LIVERY

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Pasadena Office: 144 W. Colorado St., SY 6-3111
Other offices and garages throughout Southern California and Arizona

1941